

*Contacts*

**MARCH**  
1949





## **Keep the Flag of Mercy Flying!**

THIS year the **Canadian Red Cross Society** is busier than ever serving the nation. It is building a better and healthier Canada in which we may live. In ocean port or prairie town, Red Cross organizations are alert to the needs of the stricken.

By giving generously to the Red Cross, when its annual appeal opens February 28, you will:

- Support the Free Blood Transfusion Service
- Help Establish and Operate Outpost Hospitals
- Provide Aid For Sick and Disabled Veterans
- Promote Assistance For Crippled Children
- Maintain Sick Room Equipment Loan Cupboards
- Send Food and Clothing To Needy Europeans

**National Objective - - - - \$5,000,000.00**

**Manitoba Objective - - - - - \$300,000.00**

EATONIANS—Please be ready to help this Great Cause when your department canvasser calls upon you and—

**GIVE GENEROUSLY!**

**CANADIAN RED CROSS  
NATIONAL APPEAL**



# CONTACTS

Published monthly by  
**THE T. EATON CO. LIMITED**  
 of Winnipeg, Manitoba, for distribution to the  
 Co-workers of the Organization

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Editor: W. E. C. HURLBURT  
 City Advertising

## FORWARD MARCH!

Will March meander in as gently as the little lamb that followed Mary into the halls of learning? Will it go out like the proverbial raging lion, with tail lashing up one of those stinging nor'westers that tie up traffic? That's the \$64.00 question!

But, at least we do know that officially, March ushers in Spring. And after March comes April—traditionally the month of beauty, hope and new life—derived from *aperire*, Latin for *to open*—the season when the trees and flowers begin to open, bringing forth the fresh new beauty of spring—gardens, seed catalogues and golf. All so nice to look forward to after a long, unrelenting winter!

### TOP O' THE MORNIN'!

Soon dawns the "Sivinteenth of March," day of Ireland's Saint Patrick who, 'tis said, was born in the year 372, lived to be 121 years old, and died on his birthday, March 17, 492.

A salute to the legion of Eatonians in these parts who boast of Irish ancestry and are proud of their "bit of a brogue." Wherever you find them they're usually "going concerns," or as "Josh Billings" said it:

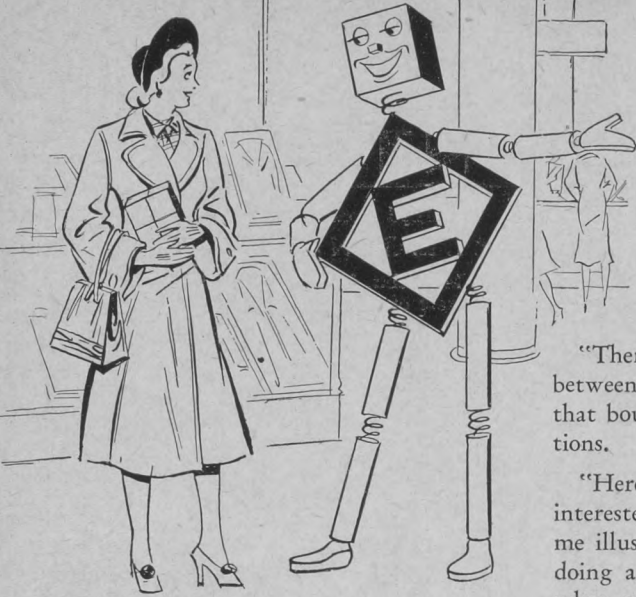
"Put an Englishman into the garden of Eden, and he would find fault with the whole blarsted consarn; put a Yankee in, and he would see where he could alter it to advantage; put an Irishman in, and he would want tew boss the thing."

*Top o' the Mornin'!*



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## Diamond Eddie Discusses "Border Incidents"

"There's no denying the significance of boundaries between nations," says Diamond Eddie. "We know that boundary disputes can lead to grave complications."

"Here at Eaton's, however, customers are not interested in boundaries between departments. Let me illustrate," went on Diamond Eddie. "You are doing a bit of shopping in some other department when suddenly a customer asks: 'Will you wait on

me please?' Here's where boundaries don't mean a thing!

"Do you turn away with an abrupt 'Sorry, I'm not in this department'? Of course not! Like the true, well-trained Eatonian, you handle the situation without any 'border incident.' Gracious and helpful, you explain the situation to the customer and assure her that you will secure her a salesperson."

"Yes," added Diamond Eddie, "People whose duties take them around department stores a great deal become keenly conscious of the service good (or not so good) stores extend to their customers and their eyes are trained to grasp little things that escape the casual observer. In our own big store we realize that customers expect courteous, helpful service from an Eaton employee whenever and wherever they happen to meet one. And we are justly proud of the reputation Eatonians have earned for giving it!"

---

## "Letters of Credit"

### An Orchid For The Patterns

Under date of February 3, a letter to the management reads:

"I would like to thank the entire staff at Eaton's for excellent, efficient and courteous service at all times. Especially do I wish to commend the girls who serve so patiently and cheerfully in the pattern department. One girl in particular, No. 162\*, I believe, has been most kind and helpful during the past few months in helping both myself and friends in selecting patterns."

"It is clerks of this type that make shopping a pleasure."

\*Mrs. Peggy Fidler, will you please take a bow!

\* \* \*

### Miss Ina Maguire—Take a Bow!

"Miss Maguire, "Sherridon, Man.

"Dress Goods Department,

"T. Eaton Co. Limited, Winnipeg.

"Dear Miss Maguire: My niece, Mrs. Halliday, asked you to send me a dress length of jersey. It has arrived, and I wish to thank you very much for it is just what I wanted. My sister, Mrs. Donovan, is writing to you for some coat material today. We do appreciate your kind interest."

### An Orchid For Our Piano Department

A Cordova Street resident writes:

"Mr. H. E. Stenberg,

"T. Eaton Co. Limited, Winnipeg, Man.

"Dear Sir: Just a short note of appreciation for your interest and effort toward having our Mason and Risch piano put in proper condition. We are also indebted to Mr. Goody, of your department, who took a personal interest toward doing everything possible to ensure the proper performance of the piano."

\* \* \*

### A Letter Comes From Eaton's, Vancouver, to Department 12

"We recently wrote with regard to a picture for Mrs. J. R. Morgan, 4150 Atlin St., Vancouver, B.C.

"This was the picture of her brothers taken some thirty-three years ago.

"Mrs. Morgan has received the pictures and has asked that we write to you to express her thanks and gratitude. She is more than pleased with the results."





**Waterfoot, County Antrim**

*"The cosy little village that shelter from the mist, where the great West Walls by ocean spray are kissed." . . .*

## Memorial Sports Ground for Ballymena

To Be Named "Eaton Park," After the Founder of The T. Eaton Co. Limited

"Many, many moons ago an ambitious Ballymena youth, packed his bags and left his home town to seek a new life in Canada. Though the young Ulsterman found the going rough in his adopted country, he grimly resolved he would succeed. Deciding to risk his savings in a business venture, he opened a small store. The store prospered, so he opened another and another. Today Eaton stores are an integral part of Canadian life. They embrace many commercial services for the convenience of the public. One can walk into an Eaton store and purchase a postage stamp or a house, lodge money in the bank or insure one's life.

"When in Canada during World War II, your columnist often heard it remarked that if an Ulsterman walked into an Eaton store, said he was from the Six Counties and asked for a job, the manager would not refuse him. This may be so, as Timothy Eaton was not the type of man to forget his fellow-countrymen and his own early struggles.

"Like most Ulstermen, Timothy Eaton was a keen sportsman. Therefore it is not surprising to hear that the Mid-Antrim Sports Association last month received a cheque for £1,000 from Mr. J. D. Eaton, president of the Timothy Eaton Company, towards the provision of a sports ground at Broughshane Road, Ballymena. An earlier sum of £500 had been forwarded by another member of the Company, Mr. R. Y. Eaton, for the same purpose. It is proposed to name the ground 'The Eaton Park' after the founder of the Eaton Company. *A fine memorial to a worthy son of Ulster!*"

—Reprinted from the "Voice of Ulster," Belfast.

## THE TWO SHIRLEYS

### Contacts' Cover Girls

Working on figures is the daily occupation of the expense office's two Shirleys depicted on Contacts' front cover. They were caught by the camera after a keen session of badminton, which, by the way, is another good way of "working on figures."

Both Shirleys were born in the Gateway City, which experts declare has the most charming gals in the Dominion. Shirley Louise Baldner (at left) lives in Selkirk and thinks nothing of driving the 24 miles to Winnipeg with her dad each morning. A member of the Eaton Badminton Club, Shirley bowls, skis, golfs and knits socks for a certain lucky fellow!

Shirley Claire Galaugher also belongs to the Eaton Badminton Club, golfs, skis and bowls, too. She has taken an active interest in girls' groups and church work.

Finally, both Shirleys are engaged and, of course, radiantly happy about it!

Success nowadays is making more money to pay the taxes you wouldn't be paying if you hadn't made so much money already.—*London Answers.*

### An Old Irish Mill

*"Mine be a cot beside the hill . . .  
A willow brook that turns a mill."*



## JUDGES ANNOUNCE—

**GRAND PRIZE WINNERS!*****Eaton's Company-Wide Suggestion Contest for 1948 Concluded*****THIRD PRIZE of \$200.00 is Won by Mr. W. J. Hogg (139), Winnipeg**

Featuring a total of \$1,100.00 in extra cash prizes, the Company-wide Employees' Suggestion Contest for 1948 has officially concluded and, under date of February 3, the judges' committee have great pleasure in announcing the prize-winners. Here at Winnipeg we are justly proud that included in the list is our own Mr. W. J. (Bill) Hogg (mail order advertising), who captured one of the major prizes. Following is the official list from Toronto:

**First Prize, \$500.00**

Mrs. D. Pridham (department 1603).....Toronto

Mrs. A. Cory (department 1603).....Toronto

A joint suggestion dealing with a better presentation of men's shirts manufactured in their department.

**Second Prize, \$300.00**

Mr. H. W. Ward (accounts office), Hamilton

A suggestion made whereby stores are notified promptly of all payments made by customers on D.A., C.A. and budget plan accounts through order offices.

**Third Prize, \$200.00**

Mr. W. J. HOGG (department 139), WINNIPEG

A suggestion for an improved system of handling proofs in department 139.

**Fourth Prize, \$100.00**

Mrs. Elizabeth A. Lunn (accounts office), Montreal

A suggestion for the promotion of deposit accounts by employees.

**Honorable Mention, Awards \$50.00 Each**

Mr. A. Thompson (department 1607), Toronto

A suggestion for an improved method of making up and attaching lettering on uniform coats.

Mr. H. Sharpe (department 1607), Toronto

A suggestion for an improved operation of making shoulders on women's coats.

Miss Dorothy Rushton (adjusting department), Moncton

A suggestion to print cashing instructions on the envelopes used in sending postal note stamps to mail order customers.

The judges' committee wishes to thank all members of the Eaton staff who entered suggestions in the Company-wide Suggestion Contest for 1948.

Watch for the announcement of the 1949 contest.

\* \* \* \*

**New Ideas Are The Life of a Business**

"New ideas are as much the sign of life in the mind as new leaves are in the tree. When the tree ceases to put forth new leaf it may retain authentic form and appearance, especially when the surrounding trees are also without leaves. It has an increased rigidity which may pass for increased strength. But decay has already set in. . . .

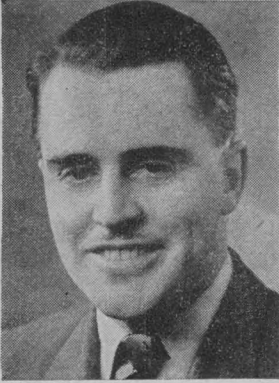
"... The existence of a business depends on the development or acquisition of new ideas. It has to be vitalized by the application of new thought to ways and means. It has to become aware of new aspects of public activity and public demand, and to be quickly ready to adapt itself to them. It has to retain the power of shaping new purposes and of summoning up the force to carry them out."

—From "Callisthenes," Selfridge and Co. Ltd., London, Eng.



## Take a Bow Bill Hogg!

### Winnipeg's Winner in the Company-Wide Employees' Suggestion Contest



Bill needs no introduction to a lot of you folks—especially around the mail order and in Eaton bowling circles. One of our younger crop of Eatonians (and an eligible bachelor—take your time, gals, no crowding!), thirty-year-old Bill joined the Company in 1938. A mail order product, he was a member of 122, 116 and 161 before joining his present department, the mail order advertising, in 1940. Came the war and Bill enlisted with the C.F.A., later taking his officers' training course at Gordon Head, B.C. Lieutenant Hogg then served overseas with the 2nd Canadian Survey Regiment.

His dad, Hammy Hogg, and brother Humphrey also are well-known Eatonians.

Congratulations, Bill! Your popular win will be an inspiration to others! \$200.00 doesn't grow on trees—but you have proven that it can be won by digging—for ideas!

\* \* \* \*

### Congratulations To Our First Suggestion Prize Winners for 1949

The Employees' Suggestion Committee (Winnipeg store) have just granted awards for suggestions to the following Eatonians:

MR. D. E. BECK (men's clothing) ..	\$10.00
MR. J. IVISON (electric washers) ....	5.00
MR. F. HALE (foodateria) .....	5.00
MR. A. E. CREAK (despatch) .....	5.00
MR. W. STEEDS (drivers) .....	5.00
MR. G. H. BLAKEMAN (research) ..	5.00



Back Row—A. E. Creak (despatch), G. H. Blakeman (research bureau), W. Steeds (drivers).  
Front Row—J. Ivison (electric washers), D. E. Beck (men's clothing), F. Hale (foodateria).

## RECENT APPOINTMENTS

### Winnipeg

Department W901, basement store—Dress goods, staples, gloves and hosiery, millinery, sportswear, skirts, juvenile, lingerie and corsets:

MR. J. A. COLLETT, head of department.

MR. R. M. CLARKE, assistant.

Department 132—Doormen, general stock, receiving: MR. T. GILES, assistant.

Department 132—Caretaking, emergency, night watchmen, night caretaking, washrooms, etc.:

MR. A. PATTERSON, assistant.

### Regina

Department R253—Toys, wheel goods, hardware, sporting goods, auto accessories, bicycles, baggage;

Department R263—Tires and tubes;

Department R1065—Garage:

MR. J. E. SOUTH, head of department.

### Edmonton

MR. J. K. BARLING, store superintendent.

Department E253—Toys and wheel goods, hardware, kitchenware, sporting goods, auto accessories, luggage;

Department E256—Farm implements, stoves, plumbing;

Department E263—Tires and tubes:

MR. R. J. HEGAN, head of department.

Department E252—China and glassware:

MR. M. LESCARMURE, assistant.

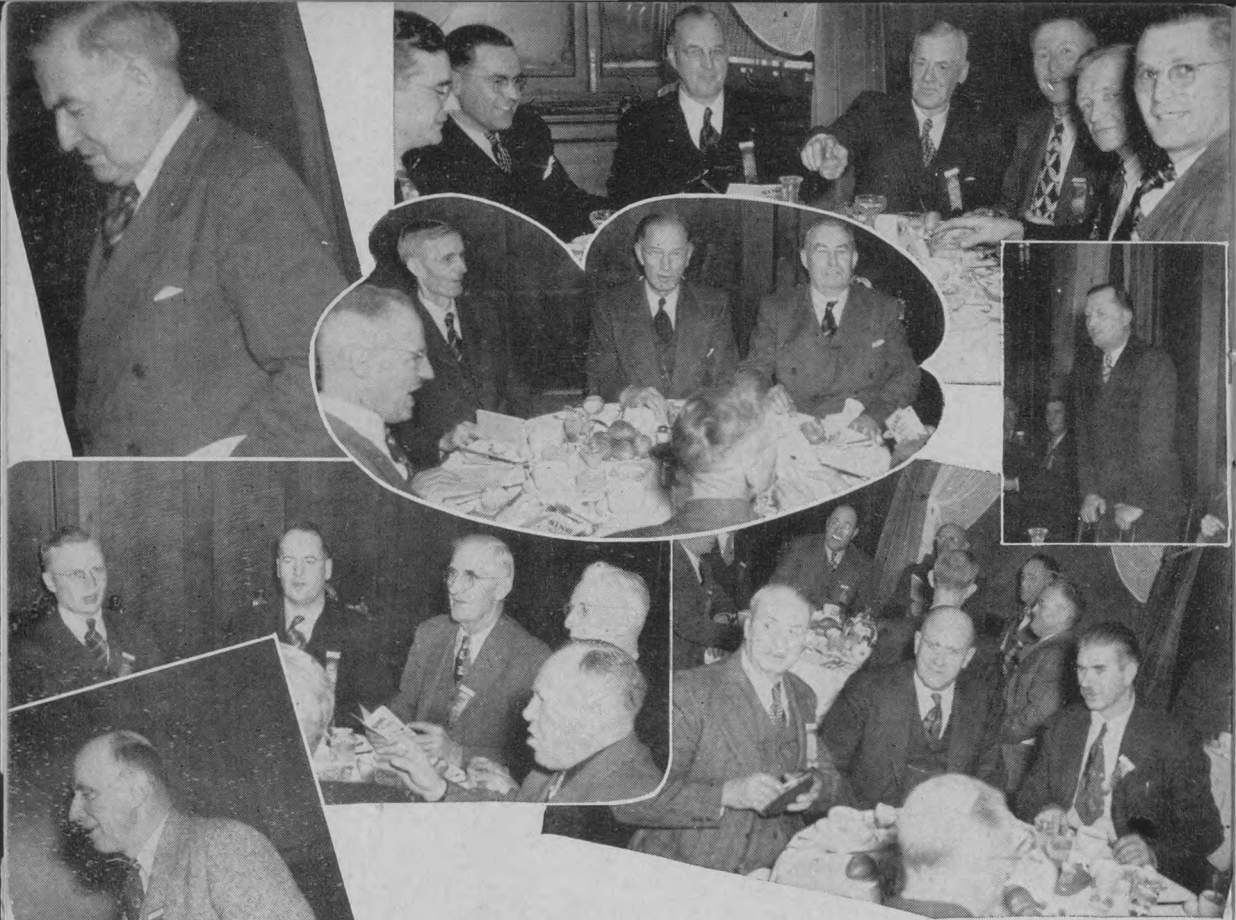
Department E228—Men's and boys' furnishings, hats, caps and furs:

MR. P. A. FRITH, assistant.

Department E229—Men's and boys' clothing:

MR. H. LONG, assistant.

(Continued on Page Nine)



## Memorable Evening with Western Fairs Delegates

Those leading citizens who help plan the B class fairs across the prairie provinces took time out from their three-day convention to be dinner guests of the Company on Monday evening, January 17, at the Fort Garry Hotel. Mr. A. H. Young, mail order superintendent, greeted the delegates on behalf of the Company. He also spoke of the splendid work being accomplished among young people of the Boys' and Girls' Clubs through the interest and encouragement of western fairs.

Mr. Gordon Muirhead, who presided, said that the B class fairs were performing an important function in endeavoring to bring a balance between grain and livestock production. Mr. Muirhead then introduced Mr. J. R. Bell, provincial livestock commissioner; Dr. Houck, provincial veterinarian; Mr. J. H. Evans, deputy min-

(Continued on Page Nine)

Top Row—Left: Mr. J. H. Evans, deputy minister of agriculture. Right: Bert Kilgour, accompanist, and Jimmy Quinn, M.C.; next, some of the Portage delegates, including Messrs. Frank A. Bryden, J. C. Hyde and Lawrence Smith.

Second Row—Centre: Dean Grant, Manitoba Agricultural College; Mr. Joseph T. Trimble, president, Portage Fair Board; Mr. A. H. Young, mail order superintendent; Mr. J. H. Evans. Right: Mr. Gordon Muirhead, chairman, welcomes the delegates.

Third Row—Left: Mr. F. J. Muirhead, agricultural representative at Carman; Mr. J. T. Harrison, Carman; Mr. John Wilson, Carman; Mr. J. R. Bell, provincial livestock commissioner; Mr. John Officer, Winnipeg. Right: One of the delegates; next, Dr. E. L. Houck, provincial veterinarian; R. G. Dunbar, Melfort, Sask.

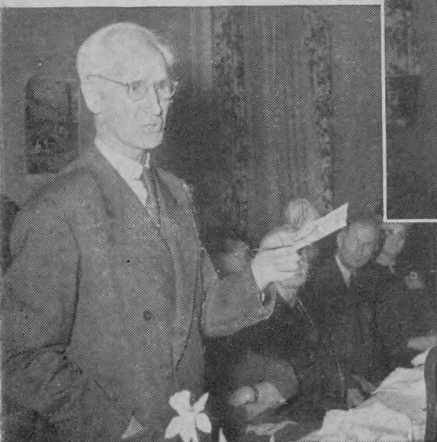
Pictures at Left, reading down—A. J. Bater, president, North Battleford, Sask.; J. Roy Firth in songs, accompanied by Tom Laidlaw; Mr. A. H. Young lauds work of "B" Class Fairs among young people; Messrs. Clayton Tucker and J. H. Evans sing a duet.





Top Row—A glimpse of our guests.

Second Row—Centre: Mr. C. H. P. Killick, dairy commissioner, introduces the guest speakers.



Second Row — Right: Glimpse of the head table.

Lower Row—Left, Mr. E. H. Clark, secretary, Associated Milk Foundation, Toronto, and guest speaker. Right: Mr. Gordon Muirhead welcomes the guests on behalf of Eaton's.



## "MILK—The World's Best and Cheapest Food"

**Declares Mr. E. H. Clark, Guest Speaker at a Luncheon Tendered by The T. Eaton Company to Delegates Attending Dairy Association Convention**

Drink all the milk you can, girls, it doesn't add weight! This cheering fact (if you don't already know it) was one of the many fine tributes to milk given by an expert, Mr. E. H. Clark, secretary of the Associated Milk Foundation, Toronto, at the Royal Alexandra Hotel on Wednesday, January 26. The occasion was a luncheon tendered by Eaton's to the wives of those attending the Manitoba Dairy Association and Dairy Manufacturers' Associations.

Mr. Gordon Muirhead was chairman. At the head table were Mr. A. H. Young, mail order superintendent; Mr. E. H. Clark, the guest speaker; Mr. C. H. P. Killick, Provincial Dairy Commissioner; Mrs. C. C. Curtis, Souris; Mrs. W. Klimpke, Winnipeg; Mrs. J. Paxton, Gladstone; Mrs. T. C. Townsend, Winnipeg; Miss Frances MacKay, director of women's work, extension service.

Welcoming the gathering on behalf of The T. Eaton Company, Mr. Muirhead commended the spirit of the ladies, many of whom had travelled through bitter cold and high snowdrifts to attend the convention.

The guest speaker, Mr. E. H. Clark was introduced by Mr. C. H. P. Killick, Provincial Dairy Commissioner.

Mr. Clark's address, bristling with facts and figures, told the story of milk and milk products, which, from the standpoint of nutrition and health, was the best and cheapest food in the world. Eighty per cent of our calcium, 52 per cent of our riboflavin and 25 per cent of our protein comes from milk . . . "And it doesn't add weight," declared the speaker.

One pint of milk a day is necessary for the human body . . . and one-third of Can-

(Continued on Page Nine)



TALE OF A . . .

# TEE PEE

Or "All For the Love of Susan"

## CAST OF CHARACTERS:

SUSAN—a lucky little girl in Toronto whose granddaddy is—

DANIEL DE LURY, a well-known Minnesota attorney.

CHIEF ONE-SPOT, of the Sarcee tribe near Calgary.

J. L. MOGRIDGE, H. W. COOPER and J. A. PRICE, of Eaton's, Calgary and Winnipeg.



The other day we glanced through a sheaf of correspondence in the drapery department office concerning the sale of two teepees made by the Sarcee Indians. It reveals a heart-warming story. It is the tale of a Minnesota attorney's nostalgic memories of his old home village near Lindsay, Ontario, and his love of little children.

The first letter, dated June 22, tells us that he is "fixing up a little playground for children in his old home village near Lindsay, Ont. Something of the wild Indian effect . . . a few Indian tents, one 15 feet and one 10 feet high." Could Eaton's make them or procure these teepees from the Indians? Eaton's went into action at once. Letters flowed back and forth between the customer, Mr. Daniel De Lury, at Walker, Minn., and our Calgary and Winnipeg stores.

At Calgary, Mr. J. L. Mogridge held a pow wow with Chief One-Spot of the Sarcee tribe. Over a hundred yards of canvas, needles and paint for decorating the teepees with tribal characters were then supplied them and the Indians went to work.

A couple of moons later the teepees, replicas of those used by the noble red men of Chief One-Spot's tribe, arrived in Winnipeg, and Mr. De Lury promptly mailed us his cheque.

Following is an extract from one of Mr. De Lury's letters:

## "Susan's Book"

"I hope I am not presuming too much on your kindness by stating that I have a little granddaughter, Susan, back in Toronto, Ontario, and the playground I mentioned in my former letter is for the benefit of her and the small children at Manilla. I have been writing a book, 'Susan's Book,' for the little granddaughter, the first half being a story of her life from year to year; the second half being bedtime stories centred around 'Buckskin Joe' and two Chipewewa Indians, 'Pagooch' and 'Blackcloud.' I paste pictures in the book—in fact, pictures constitute the bulk of the book. For this book I would be glad to have a picture of Chief One-Spot and of his family. Maybe they have some kodak pictures of children, with teepees, horses, etc., in the background. These would be very interesting to Susan. Maybe Chief One-Spot could write me a letter telling something about himself and the life of the Sarcee Indians; also about what articles they might have for sale.

"I appreciate very much your kindness, which is in keeping with T. Eaton Company traditions."

\* \* \* \*

*Pictures show Chief One-Spot and members of his family—  
(by courtesy of the Chief).*

Eight





## Memorable Evening With Western Fair Delegates

(Continued from Page Six)\*

ister of agriculture; Mr. Walter Fraser, assistant director of extension service; Dean Grant of the Manitoba Agricultural College; Mr. J. T. Trimble, president of Portage Fair Board; Mr. Frank Clark, past president of Carman Agricultural College and others.

The speaker paid each of these gentlemen a well deserved tribute for his achievements. Responses brought out interesting reminiscences and flashes of wit that were keenly enjoyed around the board.

### Mr. Bater Looks Back

President A. J. Bater, North Battleford, Sask., conveyed the thanks of his fellow delegates for the Company's hospitality. "My father," said Mr. Bater, "came out to Canada with the Barr colony. In September 1904," continued the speaker, "he was freighting by ox team between Saskatoon and North Battleford. The prevailing rate was a dollar a hundred pounds. When a 4,000-pound load of shingles had realized \$40.00, my father took out the Eaton catalogue, selected winter clothes and still had \$1.65 left after ordering.

"My own boys," added Mr. Bater, "have won Eaton gold watches at North Battleford fairs and we still see the good work Eaton's is carrying on for the youth of Canada."

Mr. A. W. Shackelford, Lethbridge; Mr. Keith Stewart, Portage la Prairie (secretary); and Mr. Matt Alsager, Lloydminster, Sask., gave brief but highly interesting addresses.

A program of vocal and instrumental music by J. Roy Firth and Tom Laidlaw added sparkle to the evening. Jimmy Quinn, directed the singing with Bert Kilgour presiding at the piano.

### How's Your Store Geography?

Will all Eatonians please note these new store locations:

**SERVICE BUREAU**—Main floor, rear of Men's Hat department.

**LUGGAGE**—Third floor, Sporting Goods department.

A Virginia kennel, with dachshund puppies for sale, advertised: "Git A Long Little Doggie."

—*Irish Independent.*

## "MILK—The World's Best and Cheapest Food"

(Continued from Page Seven)

ada's children are still getting less than one pint of this vital fluid per day.

Barbara Ann Scott's preference for milk at receptions held in her honor, was also commented upon.

Mr. Clark's address was the prelude to a highly entertaining movie in technicolor entitled: "Granddaddy's Party" which also told the story of milk and its products.

Mrs. J. Paxton thanked Mr. Clark for his splendid address and the visual education of the film. She also had some gracious remarks to make about the courtesy and kindness extended by The T. Eaton Company throughout Canada. (Thank you, Mrs. Paxton!)

Miss Frances MacKay, convenor of the ladies' activities then outlined the afternoon's program.

So ended a highly enjoyable noonday interlude.

## Recent Appointments

(Continued from Page Five)

### Edmonton

Department E1078—Contracts:

MR. R. S. FLOOD, assistant.

Department E580—Fruits and vegetables:

MR. R. O. WILSON, assistant.

### Regina

Department R201—Gloves, hosiery, umbrellas, handkerchiefs and neckwear:

MISS V. POMEROY, assistant.

Department R253—Toys, wheel goods, hardware, sporting goods, bicycles, baggage, auto accessories:

MR. R. E. DICKSON, assistant.

### Saskatoon

Department S580—Fruits and vegetables:

MR. A. J. CHERRY, assistant.

Department S928—Self-serve bargain basement:

MR. R. D. RANDALL, assistant.

### Red Deer

Department RD212—Gloves, hosiery, handkerchiefs, neckwear, books, stationery, drugs, candies, jewelry, notions, fancy goods, wools:

MR. I. MCINTYRE, assistant.

### Kamloops

MR. MAURICE CLOW, in charge.

### Vancouver

The T. Eaton Company Western Limited

General office, B.P., D.A., and C.A.—

MR. H. M. READ, assistant.



Top, Left—Edith and Anne Grobb, 8 and 6, playing "Brahm's Waltz in A Flat."



Top, Centre—Melrose Bray, 15, receives her Good Deed award for an act of devotion.



Top, Right—Diane Percival, 8, in song and tap, "A Little Bird Told Me."



## Good Deed Club Broadcast at Portage

Lower Row—Left: Maria Matthews, 11, Solo pianist, plays "A Curious Story." Centre: Little 2-year-old Betty Jean Grobb, on mummy's knee, sings "Jesus Bids Us Shine." Right: Cornet players, Jack and Wilfred Pitchell, 11 and 8, in their duet, "Calvary."



## "On Stage Everyone—It's Broadcast Time!"

### Good Deed Club Holds Theatre Party in Portage la Prairie

Little two-year-old Betty Jean Grobb caused some excitement at the Good Deed theatre-radio party held in the Playhouse Theatre, Portage la Prairie, on January 29. She was supposed to sing "Jesus Bids Us Shine" in front of the microphone, accompanied on the piano by her six-year-old sister, Anne Marie.

However, at the dress rehearsal, little Miss Grobb had stage fright and refused to sing at all. But by show time her sweet little voice was heard warbling over the air waves. And, as she sang, Betty Jean reposed on her mother's lap while mother played the piano and Good Deed secretary Joan Sherman held the microphone.

The rest of the show went without mishap and after each contestant performed the enthusiastic audience cheered without restraint. The theatre was packed to overflowing and several hundred requests for tickets had to be refused.

### Gold Star Awards Presented

Good Deed wrist watches and gold star award pins were presented to two Manitoba children during the broadcast, Terry Williams, 10, of High Bluff; and Melrose Bray, 15, of Portage la Prairie.

Through Terry's courageous efforts, his mother and two younger children were guided safely through a severe blizzard to their farm. Terry's mother had lost all sense of direction in the darkness with the

huge drifts blotting out the familiar landscape.

Melrose received her award for the loving care she has given her invalid mother, her father and the younger children during the past three years. This has included keeping house, looking after mother who is bed-ridden, and preparing a special diet for Mrs. Bray. To these splendid young people humble tribute was paid for the example they are giving others.

### Much Talent Shown

Other contestants on the show included Jack and Wilfred Pitchell, aged 11 and 8, who played "Calvary" on their cornets. Maria Matthews, 11, played a solo piano number, "A Curious Story."

Petite Diane Percival gave an outstanding song and tap performance of "A Little Bird Told Me," and Edith and Anne Marie Grobb, 8 and 6, showed much skill in their piano duet, "Waltz in A Flat."

Other talented performers were Marlene and Beverley Ferris, Kathleen Simms, Dale Nadon, Lloyd von Sprecken, Diana Churchill, Elspeth Burns and the boys' and girls' choir which gave two selections.

Members of the Good Deed radio crew who travelled to Portage la Prairie from Winnipeg for the broadcast were Miss Joan Sherman, Good Deed secretary; Miss Edna Middleton, Eaton's Junior Council; and CBW's Norm McBain, announcer; Alf Parr, producer; and John Gibson, operator-technician.

### Nice Meeting You, Mr. Sellens!

Manager of Eaton's printing plant, Toronto, Mr. Richard Sellens paid a brief visit to Winnipeg early in February. Mr. Sellens told us that he was born in Tunbridge Wells, England. As a boy he caddied on a golf course at Crowborough, Sussex, near the estate of Conan Doyle, creator of that famous sleuth of fiction, Sherlock Holmes.

Mr. Sellens spent some years in Medicine Hat and Calgary so naturally he likes the west almost as much as the rest of us.

### FRUSTRATION

Been meeting with lots of frustration of late? Fine! That means you're making lots of efforts. One of these will bring home the bacon, one of these days.

### LIKE TO PLAY BADMINTON?

The Eaton Badminton Club extends a warm invitation to all staff members who are interested in playing or learning to play this fascinating game.

Call Miss May Whyte (sec.-treas.), city merchandise office.



Miss Wilma Blocher chats with a quaint little French native lady in Martinique.

Following a two-month vacation cruise down the eastern coast of North America to British Guiana, Miss Wilma Blocher, fashion co-ordinator, recently returned with glowing reports of her trip. She left Winnipeg during November and embarked from Montreal aboard the "Canadian Challenger." The boat trip lasted 33 days and ports of call included Halifax, Bermuda, St. Kitts, Guadeloupe, Martinique, Barbados, Grenada, Trinidad, Georgetown, British Guiana; and San Pedro Demarcos, Dominican Republic.

Miss Blocher's stay in Georgetown was marked by an article featuring her and appearing in the "Around Town" column of the local paper, The Daily Argosy. The following excerpts have been clipped from this article.

"*Fashion is News* . . . and so is Miss Wilma Blocher who arrived in British Guiana on the C.N.S. Challenger and so far has been smitten by the old-world charm of the place. In Canada, Miss Blocher has a very interesting job as a fashion co-ordinator in the Winnipeg branch of the famous Eaton's stores. In her job Miss Blocher deals with every item of feminine apparel.

"She is at present on a two-month vacation cruise after twenty-five years on the staff. In speaking of fashions back home, Miss Blocher said, 'In Canada we are right up to the minute, and have originals from Paris, London and New York.' She mentioned among others, outstanding designers like Schiaparelli, Jacques Fath, and Christian Dior.

#### That Disputed Point . . .

"Talking about that most disputed point, the length of the dress, Miss Blocher said that the latest figures were as follows: Day dresses 12 inches from the floor; cocktail dresses between 6 inches and 7 inches, and evening dresses can be either floor length or ankle length. The new materials are lovely and in new colors like copper and so on. Hammered moires and taffetas have come to the fore.

"Miss Blocher accents the fact that since the end of the war women's clothes have become more delightfully feminine, and much more wearable than before. At this stage there are no rigid do's and don'ts; rather you must choose the style that makes the best of your figure.

Twelve

## "Southward Bound"

Miss Wilma Blocher Visits  
British Guiana

"Where one comes to the different types of gowns there are changes, but they are very subtle usually, Miss Blocher reports. 'Your clothes, for instance, will not fit as tightly as they did, and the waist will be snugger than before. Armholes are slightly deeper and, on the whole, the fitting is more comfortable.

"Cocktail dresses make a show in rich fabrics while dinner dresses follow long, slim lines, simple in front with beautifully placed fullness behind. Pleats from the back waist are definitely news for daytime wear as well as evening wear. Bodices are simple and unadorned, giving you scope for your individual taste in accessories.

"For evening wear there is a wide range of fabrics now on the market, including metallic cloth, satins, taffetas and net. Bouffant skirts or slim ones, with off-the-shoulder or simply formal bodices are all fashionable now,' says Miss Blocher.

"Stockings, of course! The darker sheer shades are much in demand in the northern climes. Shoes have become more ladylike, but a good simple shoe is still the smartest in the end.

#### Those New Short Hair-do's

"Miss Blocher, who was herself tastefully dressed and very simply, too, had her hair short and confided that she is very much in favor of the short hair now very popular. She says that it is attractive and can be modelled in many different ways to suit any shape face. The difference, she pointed out, is that now the hair tends to sweep forward and cover the ears, whilst not so long ago the opposite was true.

"She said she liked the new designs in millinery, especially for short hair, for instance, bonnets, bretons and pillboxes. 'The whole outlook, from tip to toe, aims at being as smooth and groomed as the new hairdo,' concluded Miss Blocher."

A scene on the road in St. Kitts where a native rides a burro against a background of sugar cane.







## Thirtieth Anniversary Salutes

### W. NEVILLE SMITH (Top Left)

'Twas thirty years ago on February 3 that this genial Irishman from County Cavan joined the Company. Thirty years well spent in a welter of proofs, copy, layouts and samples with the mail order advertising, and that big grin and keen Irish wit are as bright today as they were thirty years ago. Congratulations, Neville, from a host of friends all over the store.

In the absence of Mr. Moray Sinclair, supervisor, Dave Mackie presented Mr. Smith with a fine red maple table—a token of admiration from the advertising staff to a swell fellow and a congenial co-worker.

### NONA CARRUTHERS (Lower Left)

Friday, February 11, was a memorable day for Miss Nona Carruthers (meat office) when, in honor of her thirtieth anniversary with Eaton's, she was showered with gifts and roses.

On behalf of the staff, Mr. W. Hodgson, supervisor, presented Nona with a lovely handbag and gloves to match her winter outfit. There was also a corsage of red roses from the staff. Not to be outdone, Nona's two nephews, Murray and Wayne, then popped in with a corsage of yellow roses. Presiding over the meat office, Nona has won the hearts of all with her friendly, helpful manner and constant efficiency.

### WILLIAM L. SPARKS (Top Right)

Thirty busy, interesting years with the Eaton bag and box factory were celebrated by Mr. W. L. Sparks on January 27. As a memento of the occasion Mr. Harry Clarke, supervisor, acting for the staff, presented him with one of those coveted Parker "51" pen and pencil sets.

During his long service, Mr. Sparks has seen Winnipeg store's bag factory develop to the point where it is now supplying bags for all Eaton stores across Canada. Mr. Sparks operates one of the newest and most intricate machines in the plant. Like all true Eatonians, he is a great booster for his department.

### ERNEST W. F. HAWKINS (Lower Right)

One of the best known Eatonians around Winnipeg store, Ernie Hawkins is first assistant in charge of that eternally busy centre, the camera counter. The picture shows Ernie receiving a Sheaffer pen and pencil set—a memento from the staff on his thirtieth anniversary, an event of January 20. Mr. G. P. Blakeman, supervisor, is making the presentation. Supplementing this lovely gift was a matching ball-point pen. This was presented to the jovial Ernie during a surprise party held at his home. Mr. N. W. Gray acted for the staff. Sorry the picture doesn't show Ernie's gaily trimmed desk—quite an artistic achievement.



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



## Welcome to the EATON Quarter-Century Club



### JOSEPHINE MARY DUNIEC

The gal with the nimble fingers is "Sweet Josephine" Duniec (candy factory) who, on February 6, celebrated her twenty-fifth anniversary with the Company as a chocolate dipper.

In honor of the occasion, 75 members of the candy factory gathered at the St. Charles Hotel the evening of Friday, February 4, and feted Miss Duniec at a dinner. During the evening Mr. Reg. Hinch, head of department, presented Josephine with a lovely gold watch on behalf of the staff. The following morning she was again honored by the staff who presented her with cups and saucers, hosiery and cut glass cream and sugar.

Miss Duniec, who has always been in the candy factory since she came to Eaton's, says that chocolate dipping is "the only job in the world" for her. She started it as a young girl and had chalked up fifteen years' experience before coming to Eaton's.

Born in Poland, she is very interested in sports, not as an active participant but as "one of the crowd of eager supporters." She also devotes much of her time to church work.



Top Picture—Miss Josephine Duniec is greeted on her quarter-century morn by Mr. Reg. Hinch, head of department, who presented her with gifts on behalf of the staff.



Lower Picture—Mr. A. C. ("Gus") Brownrigg (right) receives a mantel radio from his supervisor, Mr. W. G. Thomson, who made the presentation on behalf of the staff. (See write-up on facing page.)



## A. C. (GUS) BROWNRIGG

*"The best laid schemes o' mice and men gang aft agley"*

Did you ever prepare a rattling good speech with suitable oratorical effects—only to find, when the Big Moment arrived, that your masterpiece had been lost in the wash? That's what happened to Mr. Gus Brownrigg (furniture department) on his quarter-century morn, February 4.

### "It's On The Cuff"

Realizing that he might be expected to "say a few words," Gus sat down the night before and wrote a real "worthy-of-Brownrigg" effort.

Following the formula of some famous orators, Gus then marshalled his leading points under headings and jotted the headings down on one cuff of his white shirt. Next morning the furniture staff and other friends gathered in the assembly hall to honor Mr. Brownrigg on his completion of 25 years with the Company. Mr. W. G. Thompson, supervisor, extended congratulations and best wishes and then presented the beaming Gus with a mantel radio as a quarter-century gift from the furniture staff.

Clearing his throat, Gus glanced at his shirt cuff—but, alas! no notes! The dutiful Mrs. Gus had removed the white shirt and laid out a fresh one for the occasion.

Undismayed, the voluble Gus shifted his weight to another foot and nonchalantly endeavored to thrust unnecessary hands into his coat pockets. Frustration number two! Gus had donned a new suit for this memorable event and the pockets were still stitched across! But even that didn't faze our hero. Instead, he launched out with a "top drawer" address of thanks.

Winnipeg born, Gus told of starting in the sales audit under the late Mr. Claude Broley. Three years later he went to the expense office where he spent 12 years. A period with the hotel and hospital contracts followed, after which he was appointed head of the Flin Flon order office where he had 52 supervisors with no ill effects! Several years later, following an attack of inflammatory rheumatism, Mr. Brownrigg joined the furniture department. He was proud to work for the Company and had made a great many fine friendships around Eaton's.

Mrs. Brownrigg (the former Phyllis Chambers) was a well-known Eatonian for many years. They have three boys—4, 10 and 14 years of age. An enthusiastic sportsman and good companion anywhere, Gus golfs, curls, plays cribbage and is an adept at "Canadian" billiards. Many happy returns, Augusten and Mrs. Brownrigg!

### Will Shirley Gregg Please Take a Bow!

"The Children's Aid Society of Eastern Manitoba,

"St. Boniface, Man., February 9, 1949.

"Manager of the D.A. Department,

"T. Eaton Co. Limited,

"Winnipeg, Man.

"Dear Sir: We regret that due to pressure of work we have overlooked sending you a letter of appreciation for the wonderful work done by Miss Shirley Gregg, of the shopping service.

"We do appreciate the help she gave us in buying Christmas gifts for all our wards and in saving a lot of time for the staff. We all appreciated the work done by Miss Gregg and the splendid choice of gifts. We would appreciate it if you would convey our thanks to her, and we trust that we will be able to avail ourselves of her services again at the end of the year. We feel that this is a wonderful service you are giving the public and especially to people like ourselves who have to buy for so many.

"Yours truly,

"Miss E. M. Tyler,

"Case Work Supervisor."

Fifteen

### Congratulations, George!

"Many happy returns" to George Hargreaves, genial custodian of the yard receiving door, who, on January 25, completed 30 years with the Company. George has a cheery greeting for all Eatonians as they pass his post on Graham Avenue—as well as for the drivers of our various suppliers.

*A typical Irish cottage*





Top, left—The mail order boys' clothing family with Mr. Kemp seated in centre.

Top, right—Fred Kemp and daughters Isabella, Genevieve and Peg.

Centre—The presentation by Mr. Harold Daly (right).

## Mr. Fred Kemp Given Grand Salute by Staff

Showered With Gifts and Tributes On Retirement  
After Over Forty Years With Company

Trust the eternal Eve to do it! The report comes to Contacts that: "On his last day of active business Mr. Fred Kemp, a gentleman of the old school, created a personal precedent by having coffee during business hours as a guest of the fairer sex in the department." And thus Fred's spartan habit of a lifetime crumbled!

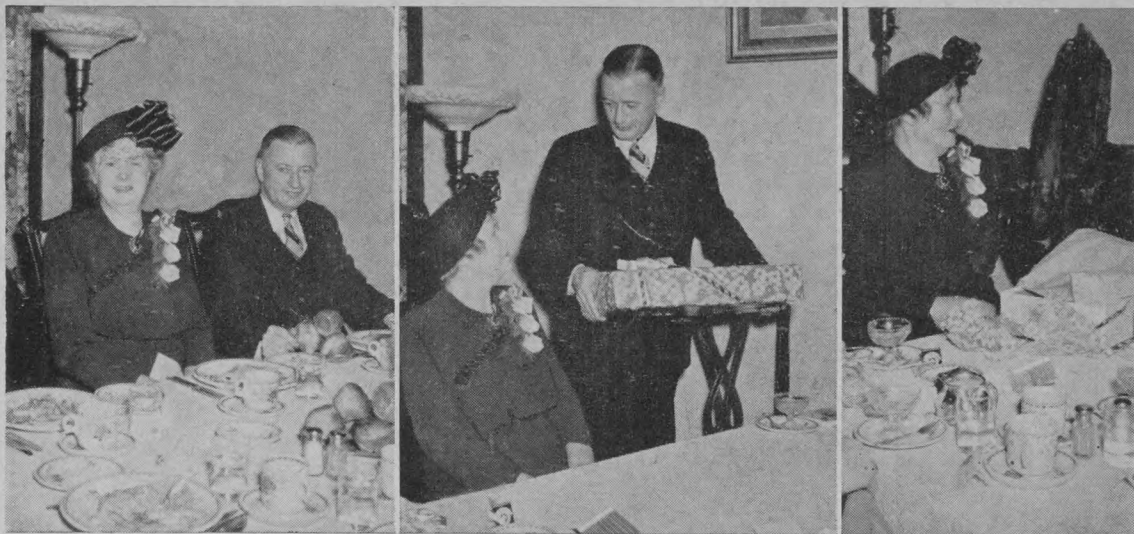
A staunch Eaton pioneer, Mr. Kemp retired on Saturday, January 29, after nearly forty-one years' service, the greater part of which has been spent in the mail order boys' clothing department. It will always be a memorable day for Fred. He will remember not only how gaily his desk was decked, but also the stream of friends, old and new, who called to wish him every happiness in his well-earned leisure years ahead. Fred will also remember the warm handclasp of Mr. A. L. Best, supervisor; Mr. Harold Daly, head of department, and Mr. A. S. Parker, first assistant, and the deep sincerity of their thanks for Fred's fine loyalty and co-operation over the years.

### Dinner Party and Presentation

Finally, Fred will remember with happiness down the years the dinner party held in his honor at the St. Regis Hotel on Tuesday, February 1. The entire mail order boys' clothing staff were there and representatives from the city department as well. Also adding pleasure to the event was the presence of Fred's three daughters, Genevieve, Isabella and Peg. Mr. Harold Daly presided. As Fred's manager and friend of many years, he had many nice things to say about him. Among his sincere, quiet-spoken tributes, Mr. Daly declared that Fred Kemp was "a man, he could always count on; a wonderful chap to work with and a real comrade who would be greatly missed." He then presented Fred with a fine pair of binoculars—so that he could get a good view of his winners coming down the stretch at Polo Park. Also a humidor, tobacco and pair of posh-looking pipes.

Messrs. A. L. Best, D. McGill and A. S. Parker added tributes and best wishes from the management. Mr. Joe Leighton said that Fred Kemp could give lessons to younger men in stock keeping. "He's one of the most orderly workers I know," added Mr. Leighton. Many others, including the fair sex, added their good wishes and admiring comments.

Responding, Mr. Kemp thanked Mr. Daly and the staff for their kindness and teamwork and the wonderful friendships he had enjoyed. It was a grand salute to another old-timer whose loyalty and devotion to his department has been an example to all.



Left: Miss McKenzie and Mr. Syd Florence, head of department. Centre: The presentation. Right: A dream that came true! Miss McKenzie had always wanted a kolinsky stole and here it was!

**"FOR SHE'S A JOLLY GOOD FELLOW" . . . and We're Going To Miss Her!**

## **Jean McKenzie Honored on Retirement**

"Miss McKenzie has spent a lifetime doing nice things for others and this is our opportunity to repay her," was the remark expressing the feelings of 68 Eatonians who gathered Wednesday, January 26, at a luncheon honoring Miss Jean McKenzie on her retirement from the Company following 22 consecutive years' service with the stationery department.

The luncheon, held at Moore's, was under the capable direction of Mr. Syd Florence, head of department, who acted in the absence of Mr. W. Bucham, supervisor. He spoke of the devotion Miss McKenzie had always shown to her job in the book section and how she could always be counted on to produce any book that was asked for.

Miss McKenzie spent almost forty years in the department, but broke her service to go back to the old country for a visit.

On behalf of her assembled friends, Mr. Florence presented Miss McKenzie with a gift—the only thing her friends had ever heard her wish for in all her years with the Company—a magnificent six-piece kolinsky stole. Her breathless remark when she saw it was "Oh, it's wonderful! I can't believe it." She also received a black leather handbag.

In charge of the luncheon were Miss M. Preston, Mrs. M. Hogg (books), Miss M. Lawton and Miss B. Kent (stationery).

Many heartfelt wishes of happiness went with Miss McKenzie when she left, and also an invitation to come back often and visit!

## **DESPATCH CURLING NEWS**

Well, the smoke and dust have cleared away and after eleven crucial, hard-fought games we find the favorites still perched on top. It was mighty close, though, and took an extra game in both groups to decide the winners. You don't get them any closer than that.

In "A" group, Sigvaldason and Lake tied at 7 won and 3 lost, and it was a similar story in "B" group where Shimmens and Brand tied with an identical number of wins and losses. That called for the extra games, and when the respective battles were over Sigvaldason and Shimmens were declared the champs.

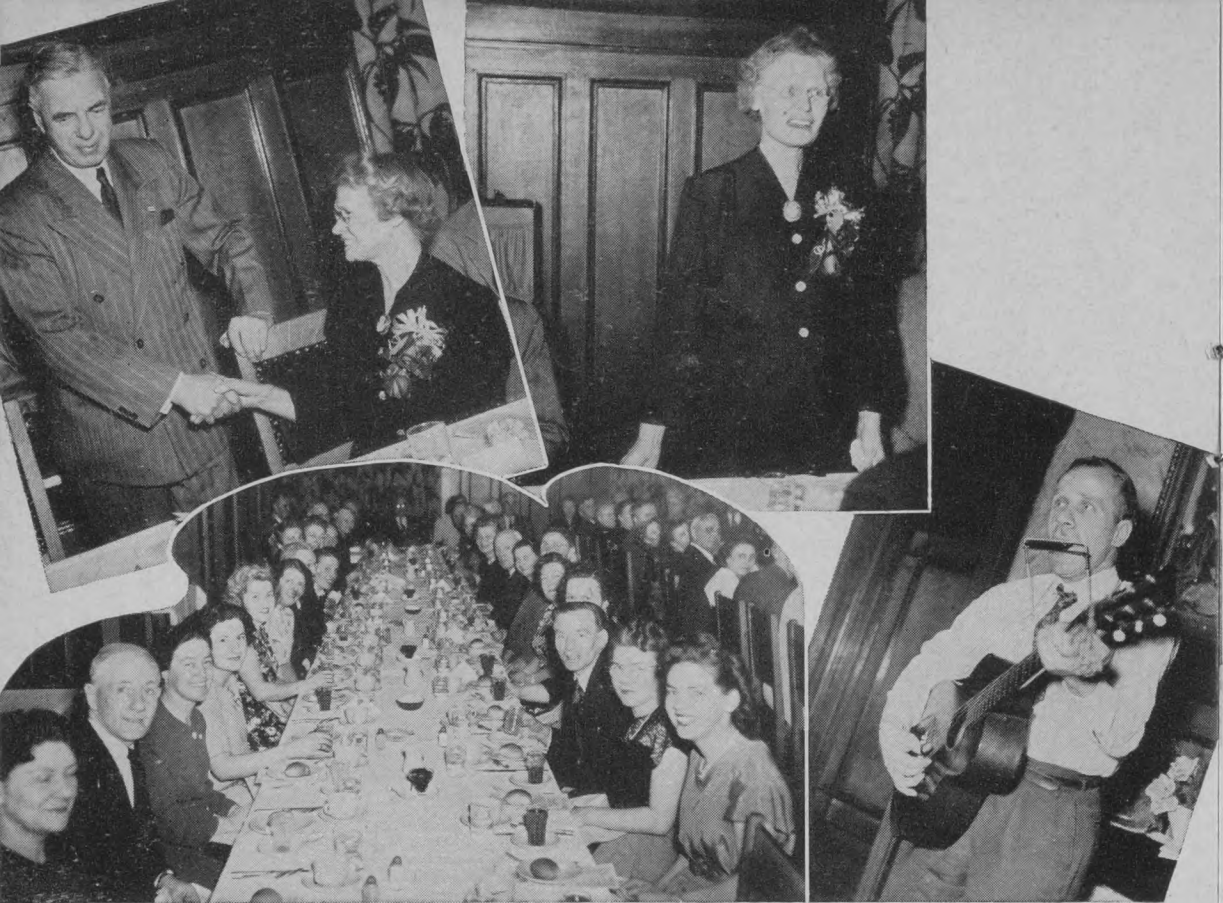
Meanwhile the eight "also rans" were battling it out in the first bracket of the consolation event. Gillies, Bodley, Evans and McFadden were victori-

ous here, and by the time this goes to press one of them should be the proud owner of our beloved consolation trophy. This superb trophy, complete with crossed brooms et al, is the envy of every lowly curler in this group, and the winner will proudly display it for all to see when Contacts' photographer covers our annual wind-up.

In the McClure trophy event we find the four top teams ready to pit their wits, individual skills and styles against each other. If our good friend Sigvaldason and company can continue to maintain their usually brilliant form (you can slip me that quarter next week, fellows) they will be prime favorites to cop this most coveted prize. Don't sell the other three teams short though, for curling is the one game where the mighty can fall quickly and

(Continued on Page Nineteen)





Top Row—Left: Miss Hoffman receives the thanks of her supervisor, Mr. W. D. McLaren, for her devotion to duty over the years. Right: The guest of honor expresses her thanks for the tributes paid her and the lovely gifts from department associates.

Lower Row—Left: A glimpse of the happy gathering present. Right: Paul Munson entertains with instrumental numbers and clever imitations.

**Printing Staff, Old and New, Says Au Revoir and Best Wishes . . .**

## **Miss M. Hoffman Honored on Retirement**

It was a homecoming and a farewell party both on February 4 when ex-co-workers of Miss M. Hoffman, printing forelady, and members of the printing staff gathered to honor her at a dinner on the occasion of her thirtieth anniversary with the Company, February 11, and her retirement.

Seventy-five in all were present at the St. Regis Hotel where the party was held. After Miss Ada Bannister pinned the corsage on the honor guest, Mr. W. D. McLaren, supervisor, presented her with a gift on behalf of the staff—a handsome twin travelling set with handbag and umbrella to match.

During the evening Mr. Jim Lavergne acted as chairman and entertainment included vocal solos by Jenny Evanecky and Dick Sugden, musical renditions by Paul Munson and Hugh Gallagher, as well as games and community singing.

Miss Hoffman, who was born in Basingstoke, Hampshire, England, came to Canada in 1891 and lived in Rapid City a year before coming to Winnipeg. Joining Eaton's printing staff as assistant forelady, she held this position for nine years, later being advanced to forelady.

To Miss Hoffman who has left to spend her leisure time at the coast, we send all kinds of good luck. Contacts also adds a salute and "thank you sincerely" to Miss Hoffman for her many contributions to these pages over the years. "Au Revoir!" We will miss you.

## He's Looking Forward To That Basement Workshop

### Frank Thomason Calls It a Day

"They've been a grand crowd to work with and I'll miss them—but it's time to take things easy; I've been working for 53 years," Frank Thomason told Contacts when he retired last month from his position as a carpet and linoleum layer. As a gift of remembrance Mr. H. S. Jephson, supervisor, presented Frank with a low boy chair from his associates, and thanked him for a job well done.

Manchester born, Frank Thomason learned his trade as a warper in the cotton mills. Coming to Canada in 1912 he farmed and railroaded in the west finally joining Eaton's in November, 1928. He has a son and two daughters, one of the latter, Bertha, is with the shopping service.

An all-round handy man, Mr. Thomason is looking forward to indulging his hobby of woodworking and carpentry in his basement workshop—again 'tis "happy the man with a hobby." Best of luck, Frank, from all of us!

\* \* \* \*

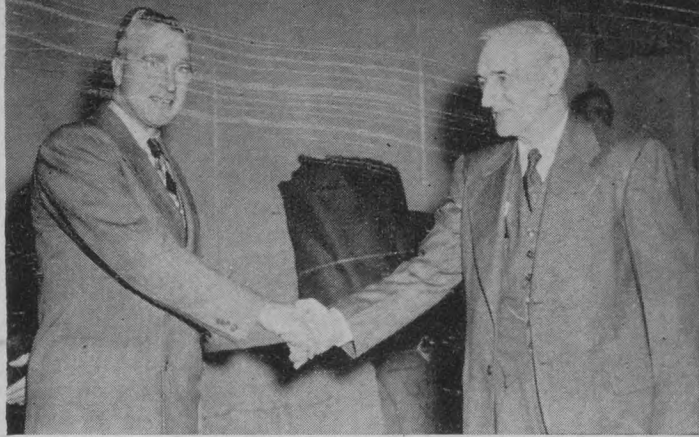
Good-bye and Good Luck!

### Ab Watson Honored by Associates

With one purpose in mind—to say a fond farewell to a popular Eaton athlete, Ab Watson (of the furniture department)—150 Eatonians gathered at the Tartan Hall on Friday evening, February 4. Although he was loathe to leave the prairies, the illness of Ab's father-in-law had made it necessary to leave for California.

During the evening, amid gaiety mingled with a reminiscent sadness, they honored the well-liked Eatonian who has made local sport history during his twenty-six years as a member of the furniture department. Ab played his first baseball game with the Eaton Giants in 1927, and every year since until he made his last appearance with the championship team in 1946. He was also a most promising hockey player and a member of the junior football championship team of 1931.

The evening's festivities were presided over by Mr. Walter Scott in the absence of Mr. W. G. Thomson, supervisor, who was unable to attend. Mr. Billy King, on behalf of the furniture and bedding departments, presented Ab with a handsome leather windbreaker, gold wrist band and signet ring. Many other gifts were also received by Mr. Watson from various Eaton athletic groups and admiring friends.



Frank Thomason (right) is thanked by his supervisor, Mr. H. G. Jephson, for a job well done.



Ab Watson and family, who were honor guests at his farewell party—sister, Mrs. M. Ardies; daughter, Joyce; mother, Mrs. A. Watson; Ab, wife and sister, Mrs. A. McLean.

Among the honor guests during the evening were Ab's wife, his 19-year-old daughter, Joyce, and his mother, Mrs. A. Watson, all of whom were presented with corsages, as well as his two sisters, Mrs. A. McLean and Mrs. M. Ardies.

Ab and his family left during the early part of February for Los Angeles, where they will make their home with Mrs. Watson's father.

### DESPATCH CURLING NEWS (Continued from Page Seventeen)

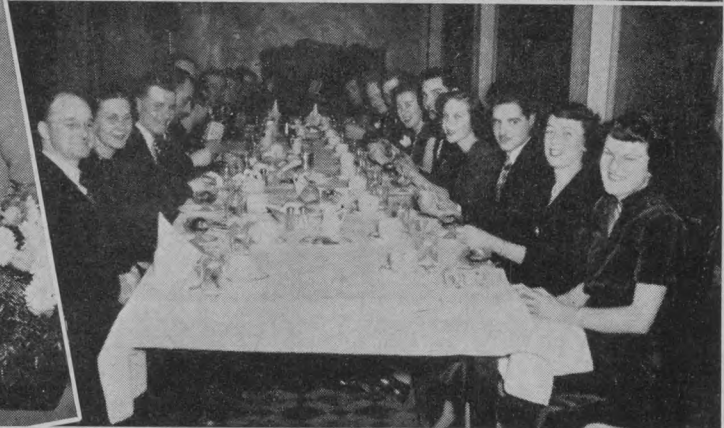
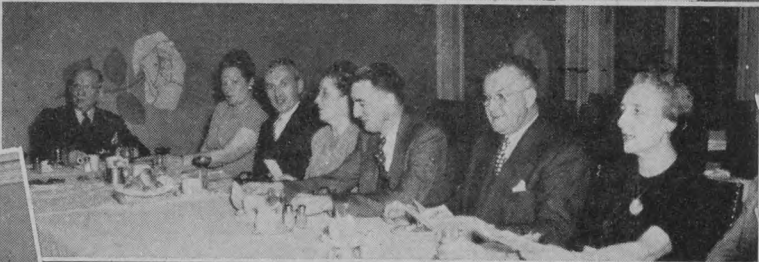
with an awful thump, while the lowly can excel to the greatest heights in the short space of ten ends.

Dave Deally was giving me the lowdown on some of the entertainment he has lined up for the stag next month and it surely promises to be a swell night. Spanish onions, cheese, crackers, dills, salame and other sausage will also be the order of the day.

We hear that Bill Patterson is sporting a new broom these days—a present from some anonymous Scottish curlers. It was presented to him with great ceremony by his fellow workers Thursday afternoon, February 17, and it is quite understandable why the generous donor wishes to remain anonymous.

See you at the banquet, fellows! —P. Milne.

Nineteen



Top Row—Left: A memento to grace the Thomson desk is presented by Mr. Jack Gargett (left). Right: Bill Harris and his Cook-ees in meddlesome's "Midwinter Night's Scream"—left to right, Art Milton, "drums"; Steve Chutka, Bill Harris, Bob Ramsay, Wilf Saunders, with Holt Boyd at the piano.  
 Centre Row—Head table, right to left: Mrs. W. J. McKeag, Mr. W. G. Thomson, Mr. J. Gargett, Mrs. W. G. Thomson, Mr. W. J. McKeag, Mrs. L. McKillop.  
 Lower Row—Left: Mr. and Mrs. W. G. Thomson. Right: Among those present.

## Shoe Staff Honor Mr. and Mrs. W. G. Thomson

The St. Charles Hotel was the scene of a dinner party on Thursday evening, January 20, when the children's shoes staff gathered to honor their chief, Mr. W. G. Thomson, on the occasion of his appointment as supervisor of the furniture department. Mr. Jack Gargett presided. The presence of Mrs. Thomson added pleasure to the event. Other guests of honor were Mr. W. J. McKeag, merchandise office, and Mrs. McKeag; Mr. and Mrs. L. McKillop, and Mr. Walter Jackson. Walter (a former Eaton shoe man who retired a few years ago after forty-nine years with the Company) was given a rousing ovation for turning out in 35 below zero weather.

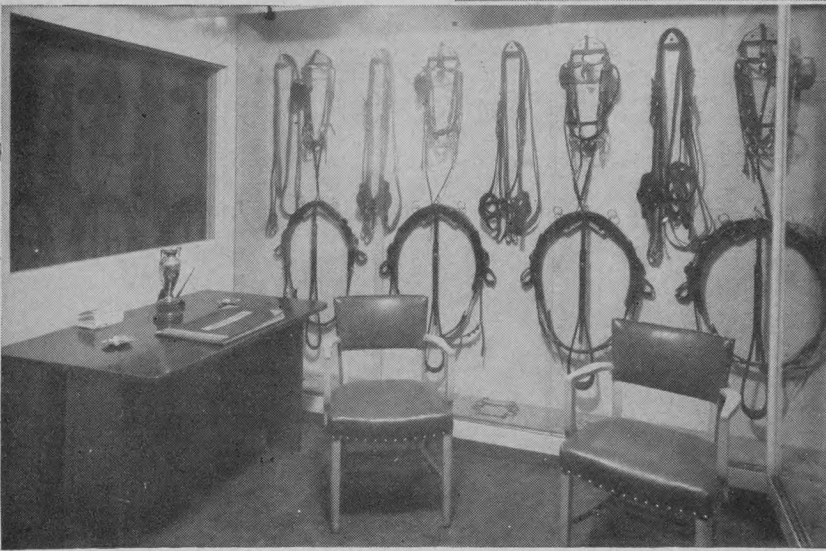
Mr. Gargett proved a most adequate and gracious chairman. He reviewed Mr. Thomson's career of twenty-nine years with the Company, and paid a glowing tribute to the latter's management of the children's shoes department. Mr. Thomson was then asked to accept a handsome Parker "51" desk set as a parting memento from the staff. Messages from shoe men at various Company points were read by Mr. Bill Hurlburt, a comrade-at-arms of Mr. Thomson during World War 1.

Responding, Mr. Thomson generously gave the credit for his department's success to the staff and to the fine co-operation of Mr. Gargett.

A lovely bouquet of flowers was then presented to Mrs. Thomson for "her great help to Bill." Mrs. M. Marshall did the honors.

Dinner over, a program of "classical" music was rendered by Bill Harris and his Cook-ees. As pictured above, it was a rib-tickling if not entirely artistic rendition. Dancing ended a delightful evening.





## Drivers' Pride—The New "Tack Room"

Thousands of horse lovers who visit the handsomely appointed Eaton stables on Pembina Highway during the year will stop to admire our drivers' new "tack room," as it is known to the fraternity of horsemen.

The harness section is brightly illuminated from the top interior, lending added sparkle to the beautifully kept equipment. Suitable furnishings for the reception of visitors also add an inviting appearance. Truly one of the smartest tack rooms across the country!

### "Greetings to My Driver..."

**A Beaverbrook Street Woman Has Written Contacts the Following Tribute:**

"I think the 'man' who selects the Eaton drivers must be a woman! No mere man could possibly know the qualities which we householders admire in our drivers—courtesy, tact, good humor and patience. What can give you a quicker lift on a bad morning than the cheery greeting of an Eaton driver at your back door?

"On Greenwood Place there was Jock, a merry Scotsman. He drove a winning team in a local horse show. We shared that win, Jock and I—after all it was 'our' Company and 'our' team and he was 'my' driver. I'm sure Mrs. Jock wasn't more proud that night than I was.

"On Balmoral Place, driver Ross had a 'yen' for winning prizes in selling light bulbs. The last time he won, he said to me, 'Mrs. Blank, that order of yours put me right on top.' I think likely it did, but it also increased my stock of bulbs to the point where I could almost light a hospital.

"Now, in River Heights, Howard comes to my door—a quiet, efficient, pleasant lad.

"So, greetings to my driver; bless them every one!"

\* \* \* \*

Thank you, Mrs. Blank! Your gracious letter not only adds lustre to Contacts' pages but it also puts a song in the hearts of Jock, Ross and Howard.—Ed.

**PROUDLY WE PRESENT . . .**  
*The New*

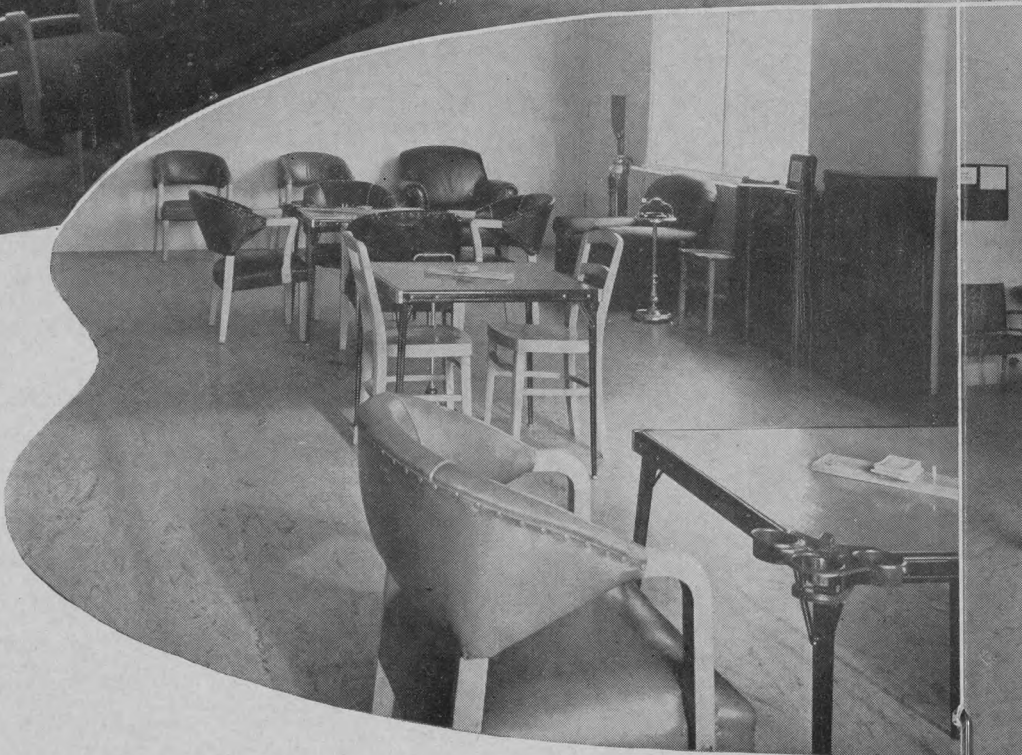


Three lounges are  
provided—

**One for women**  
(top left)

**One for men**  
(top right)

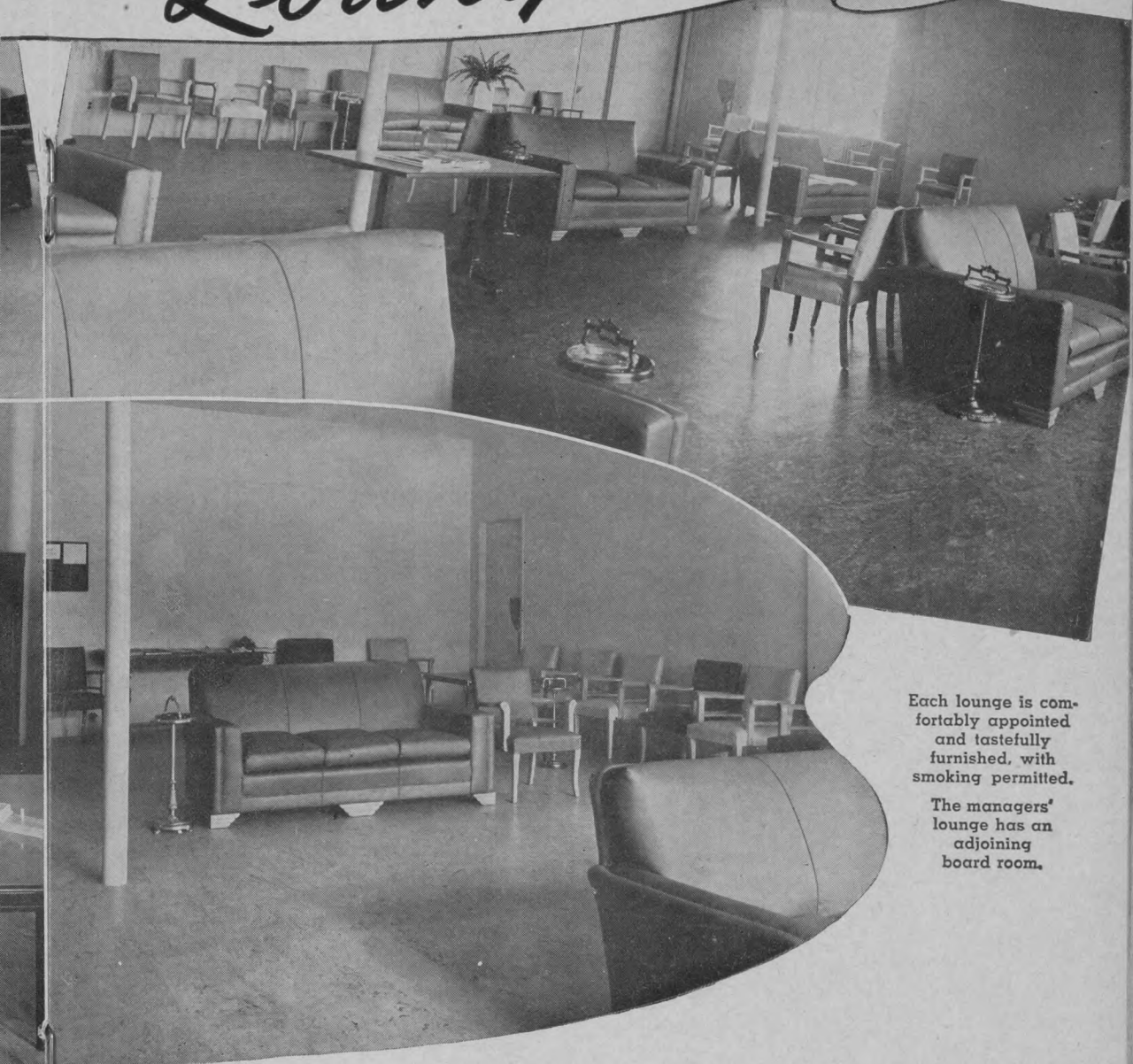
**One for  
management**  
(lower centre)



## ***Spacious, Highly Modern Structure Erected on Eaton's R***

Occupying an area of approximately 6,000 square feet, this new rest centre for Eatonians is built with a structural steel frame and the interior finished in fireproof gyproc. The exterior walls are completed with asbestos fireproof shingles, and roof and walls are thoroughly insulated against heat in summer and cold in winter. Large picture windows not only add brightness but also increase the feeling of spaciousness. The floors are covered with supervin linoleum throughout, colors varying in each lounge.

# Lounges!



Each lounge is comfortably appointed and tastefully furnished, with smoking permitted.

The managers' lounge has an adjoining board room.

## on's Roof as a Rest and Recreation Centre for Employees

Washroom facilities are also provided for both men's and women's lounges, and adequate ventilation enables smoking to be permitted.

The three lounges are tastefully decorated in individual color schemes. Magazines are provided, while overhanging ferns accent the beauty, restfulness and homelike surroundings.

Truly an altogether delightful new centre thoughtfully provided by the Company for our welfare. An orchid also to the construction office, engineers, carpenters et al who carried out the plans so effectively!





## Eaton Hockey League

### FLYERS (above)

Back Row—B. Wood (trainer), C. Robertson, G. Hadden, J. Morton, T. Allan, D. Snell, B. Heintz, J. Askew, E. Whalley, B. Summers (manager and coach).

Front Row—J. Baty, S. Morosoff, D. Atkins, F. Philpott, D. Murray, N. Leszynski, J. Reddler.

### ROCKETS (at right)

Back Row—G. Harris (manager and coach), J. Inason, O. Gilmore, G. McPherson, D. Philpott.

Front Row—B. Brown, B. Marks, G. Pember, D. Gray. Missing from picture: J. Best, G. Blakeman, P. Maitland.



### VIKINGS (at left)

Back Row—D. Doyle, R. Lang, P. Zallack, E. Wall (manager), A. Grapko.

Front Row—J. Stewart, F. Swonell, G. Hamilton, E. Lane, L. Fraser, J. McLean, K. Aikman.

### GREMLINS (below)

Back Row—J. Jones, J. Lemmen, B. Creran, L. Brown, T. Creran, K. Gibson, H. Johnson (manager and coach).

Front Row—Capt. G. Forth, K. Hammil, G. Lasherbo, R. Lemmen (mascot), J. Platson, B. Durack. Missing from picture: K. Daulby, N. Doyle, J. Tyler.



*Let's All Go to the . . .*

# Big ALL-STAR Game on ST. PATRICK'S NIGHT!

—•—

## EATON INTER-STORE HOCKEY LEAGUE BOOSTER NIGHT!

*AMPHITHEATRE . . . Thursday Evening, March 17*

ALL STAR Teams from Store and Mail Order will  
battle it out for supremacy.

Fancy Skating and Other Features.

Proceeds in Aid of Children's Hospital.

Get Tickets from your Department Office EARLY!

*See An Exciting Game*

*Help a Worthy Cause*

### THREE GOOD REASONS:

Yes, folks, let's all get out and root for the team we fancy . . . we'll have a swell evening . . . encourage our own hockeyists . . . and help a great cause.

You're promised fast, thrilling hockey, delivered by two All-Star teams. The players will be selected from the best performers in the four-team Eaton league. At press time the teams in order are:

Gremlins (mail order) .....	8 wins	No losses
Flyers (store) .....	6 wins	2 losses
Rockets (store) .....	2 wins	6 losses
Vikings (mail order).....	0 wins	8 losses

The league plays at the Olympic Rink from 6 to 8 p.m. every Friday—visitors are welcome.

The Gremlins made a good-will trip to Gimli on January 29 and played a hotly contested game with a three-all score.



### How Ireland Got Its Name



There is an old legend that tells us how Ireland got its name, which perhaps, in some way explains the romance and charm of the Irish.

In the beginning, Ireland was supposed to be entirely submerged under the sea except during brief periods every seventh year, when it appeared above the water for a short time. While in sight it looked so green and beautiful that many folk tried to inhabit it, but the island was always swallowed up after its customary brief stay above water. Then, on one occasion, a heavenly apparition appeared, suggesting that if a shaft of iron were to be buried in the heart of the island, it would remain above water. (Iron was considered a sacred and lucky metal.)

So a sword was buried in the heart of the land—thus it became "Ironland" or "Ireland." To this day when a bit of iron is found in the shape of a horseshoe, it is nailed above the door of the home.



Top Row—Left: Mrs. M. Best, G. Locherbo, Miss M. Fladseth, Miss K. Sewell, J. Haak, Miss M. Pipala, Miss H. Badowski, Mrs. E. Pothier. Centre: Mrs. A. Johnson. Right: Miss K. Foster, a visitor, E. De Rychere.

Second Row—Left: Miss E. Safioles, Miss I. Gilson. Right: back row, C. Stossell, J. McLennan, B. McDonald, Miss J. Malmes, Miss M. Babiak, G. Fox. Front row, Miss M. Felsh, Miss M. Pankhurst, two visitors, Miss E. McIntosh, Miss E. Safioles, Miss I. Gilson, Miss J. Gordon, J. McSloy. Front, Miss J. Kenke.

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

### Gabby Locherbo's Rink Wins Elders' Memorial Trophy

THE CHAMPS (left to right)—Mrs. N. Sewell, Miss H. Badowski, Miss M. Pipala; seated, Gabby Locherbo, skip.

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

Lower Row—Left: J. McSloy. Centre: Mrs. M. Best. Right: Nettie Shulman.





## 28 Rinks Contest 1100 Department's 12th Bonspiel

(Pictures on Facing Page)

January 19 saw department 1100 (lunch room services) with its twenty-eight rinks off to another "sweeping" good start.

A newcomer to the spiel, Gabby Locherbo, qualified in the finals held January 26, for the J. E. Elders' memorial trophy.

In the secondary event, bake shop's ace, Johnny Haak, outdid Bert Toogood.

True to the saying that "good things come in small packages," our own Bobby MacDonald, all of 4 feet tall, swept Big Charlie Schmitleitner and George Fox off the rink by an easy take. Unfortunately, fate was against Bobby when Bert Caie, another newcomer, overtook him by one point in the final end.

Scotland's pride and joy, Jock McSloy, once again did us the honor of being supervisor of the spiel. Thanks tae ye from all of us.

With untiring efforts to compete with his staff, Mr. J. D. Laing, our supervisor, still failed to "sweep" his way to victory. Better luck with Eaton's league, Johnny!

By the way, Amy, how's the ankle injury, and was it worth pushing "that certain party's car"?

\* \* \*

### The J. E. Elders' Memorial

THE CHAMPS—Mary Pipala, 3rd; Helen Badowski, 2nd; Nan Sewell, lead; Gabby Locherbo, skip.

RUNNER-UP—Anne Fitchett, 3rd; Mary Funnell, 2nd; Dorothy Piel, lead; Bert Caie, skip.

SECONDARY EVENT, CONSOLATION — Mildred Fladseth, 3rd; Ena Pothier, 2nd; Irene Best, lead; Johnny Haak, skip.

RUNNER-UP—Mrs. Wurmlinger, 3rd; Mrs. A. Johnson, 2nd; Mrs. Pat MacIntosh, lead; Bert Toogood, skip.

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## Dauphin Staff Holds Annual Bonspiel

Taking over five sheets of ice in the new curling rink on Thursday, January 20, forty members of Dauphin Branch took part in the most popular event of the winter season, the annual staff bonspiel.

Mr. H. L. Heath, store manager, who, incidentally, has only been playing the "roarin' game" for three years, skipped his rink to victory in the final of number one event over veteran skip Joe Johannesson, assistant, 270 department, in a nip and tuck battle.

Number two event saw Don Murray (foodateria) emerge victorious over Fred Baggett (staples) in the final. In the number one consolation event Gord Nicholson (furniture) defeated Ernie Fuller (meats) while L. Stewart (furniture) got the nod over D. Brekke (radios) in the number two consolation.

G. Nicholson won a prize for the highest scoring end in the 'spiel, while Walter Fordyce annexed the doubtful honor of scoring the least number of points in three games.

Following a respite which included sandwiches, pie and coffee, assistant store manager, W. Fordyce, made the presentation of prizes to conclude a perfect afternoon. —A.J.

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A young businessman returned home from work all tired out from a hard day at the office to find his two kindergarten-age children rushing madly about the house. He gave them both a scolding and sent them off to bed as soon as they had eaten their supper.

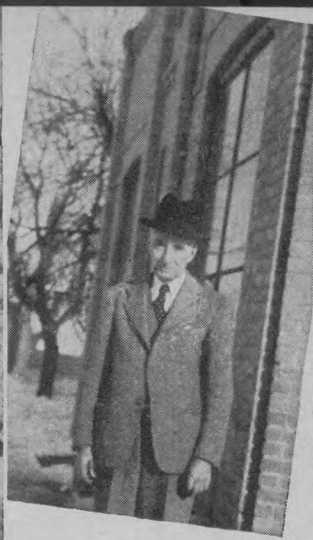
The next morning he found this note pinned to his bedroom door: "Be good to your children and they will be good to you. Yours truly, God."  
—Capper's Weekly.

From *The London Daily Mail* came this note on the ways of officialdom: "An official of the Ministry of Food stated in London last night: 'On the first application it was stated that Taylor was suffering from malnutrition. We were advised that a person suffering from this complaint did not require extra rations, so the application was refused.'"

\* \* \*

—Newsweek.

The most pleasant work is usually something we are not doing at present. —Arcadia News-Leader.



# Welcome to Wawanesa!

## Manitoba's Scenic "Little Hartford" Extends Warm Hospitality To Eaton Curlers

(Pictures on Facing Page)

There's something about the grand old game of curling that creates a common bond of friendship, good sportsmanship and good citizenship. That's why each year Eaton curlers exchange good-will visits with curlers in neighboring towns, also accept invitations to take part in the bonspiels of rural centres.

Those Eatonians who curled in the 1949 open bonspiel of Wawanesa will have lasting memories of the open-hearted hospitality extended them by this lovely little town in the valley! A town we think of as "little Hartford" because its predominating industry is insurance.

Especially do we recall the kindness of Mr. and Mrs. Joseph Bulmer (and Mrs. Bulmer's brother, Lynn Silcox), also Mr. and Mrs. Bill Couling who threw their homes open to the Eatonians and made each of us "one of the family."

Remembered, too, will be the friendly welcome extended to us by His Worship, Mayor C. L. Atkinson; by Secretary Marsh Peters and his gracious wife; by President Jack Fisher and by Dr. B. Sutter, vice-president of the curling club.

We will think of our visit to the Wawanesa Mutual Insurance Company's head office; of the courtesy of Mr. Nasmith, director; Mr. Holden, general manager; Mr. Art Osborne, Mr. George Henderson and others of the staff.

We will remember our admiration of the fine modern office building with its recreation room and badminton court for the staff of 62 that comprise the Mutual's head office—while across the street is the tiny building in which this Dominion-wide Company was born in 1896.

As to curling itself, the Eaton boys provided spirited competition and played several extra-end games, but did not win any major events.

"Come back and go fishing this summer," urged the friendly Wawanesians as they shook our hands in parting. Here's hoping!

Who comprised the Eaton team? Skip "Bobs" O'Grady (general audit) whose quiet courtesy and gentlemanly bearing won admiration at every hand; Finlay Cameron (time office) the philosopher with a keen sense of humor; Bob McCal-

mont (fire inspectors) the thoughtful, unobtrusive type who went around quietly doing helpful things for others; Bob Clarke (western buying) whose high spirits and good-natured grin for all comers made him friends at every hand.

Mix 'em all together and you couldn't wish for a finer foursome of good companions and good-will ambassadors—be it a bonspiel, a hunting trip or a quiet game of crib!

### Autumn in the Wawanesa Valley

"Oh, but you should see them in the autumn!" Such is the inevitable response of a Wawanesa citizen when one remarks on the sheer beauty of the hills that surround his valley.

The Wawanesa Valley in all its glory of autumn coloring was painted by Mr. Frank H. White, a former resident, and the picture presented to the Wawanesa Mutual Insurance Company on its 50th anniversary. This painting has been reproduced on the insurance company's calendar. It shows the blaze of fall colors up and down the hills, the winding Souris, and the town nestling in the background. Nearby is a cairn which marks the camping spot of Northern Indians, and also of David Thompson, explorer, who traded there in 1791. The name "Wawanesa" is of Indian origin. Two poetic meanings are given—"Whip-poor-will" and "Home of the Wild Goose." It was in this district that the authoress, Nellie McClung, spent her early years.

### Description of Pictures on Facing Page

Top Row—Left: The scenic Wawanesa Valley (from a painting). Right: His Worship Mayor C. L. Atkinson.

Second Row—Left: Talk about the pioneer spirit! This spacious Canadian Legion building was moved from Souris to Wawanesa in two sections, by road and river; fifty members undertook the job. Right: Jim Jackson and his nephew, Harvey, 6. Jim and brother Bill farm 1½ sections at Methven. They say it's nice and warm in their heated van. That's a fine team of grey Percherons!

Third Row—Left: Two old comrades meet—Marsh Peters (left) and Bob Clarke (Eaton's) were 27th Battalion men. Looking on is Marsh's father, a pioneer of 48 years in the district. Right: Jim Rule, a "top-flight" ice-maker; Finlay Cameron (Eaton's), Clint Rutledge and President Jack Fisher.

Fourth Row—Left: Dunrea rink, Angus McLeod, skip; Don Morrison, Don McDonald, Russell Ford. Standing behind are Eaton men: Bobs O'Grady, skip; Bob McCalmont and Bob Clarke. Right: Dr. B. Sutter's rink: Lloyd Bell, F. E. Ellis, Bain Jackson and Dr. Sutter, skip.

Lower Row—Left: President Jack Fisher greets Eaton Curling secretary Bobs O'Grady. Centre: A glimpse of the Wawanesa Curling Rink and the hills beyond. Right: Station Agent Stanley Jackson, 35 years with C.N.R., and George Clark, who farms in the district.

*Pictures by Contacts, who went along for three days as "spare."*





## Tuning In on the Radio Department's Party

Top Row—Left: Eve Gawne, Jim Smythe, Dolly Penny and Herb Gawne. Centre: Molly Curle got a big bang out of this. Right: Kae and Bill Patterson and Mike Wrublowsky with Betty Lou.

Second Row—Left, back row: Fred Holloway, Joyce Cook, Barbara Holloway and Belle Nellis. Front row: Bill Patterson, Kae Patterson, Jim Howe, Percy King, Thelma Harper and Essie King. Right, standing: Dave Anderson, Russell Kehleb and Ruth Ann Nelson. Seated: Helen and Jim Smythe, Dolly Penny, Grant McPherson, Betty Lou McKillips and Mike Wrublowsky.

Third Row—Left: Jim and Helen Smythe, Dolly Penny, Mike Zellis, Doreen Upsom, Herb Gawne and Eve Gawne. Right: Lil Howard, Eve Gawne and Herb Gawne with "surprise packages."

Lower Row—Left: Dave Anderson, Dolly Penny and Russell Kehler load up their plates. Right: Fred Holloway, Barb Holloway, Kae Patterson, Bill Patterson, George Currie, Belle Nellis and Chuck Luders. Standing: Deborah Tibbs, Jim Howe and Joyce Cook.

# At Twenty-Three Degrees Below Zero!

## Radio Staff Stages Annual Winter Outing

It was cold on Tuesday evening, February 1, wintry cold, but that didn't faze 45 members of the radio, record and refrigerator departments when they set out with their friends and sweethearts for the Edgewater Tea Gardens on their annual winter outing.

Here the party split in half with the more venturesome of the crowd hiking out across the river. There was lots of deep snow and freezing breezes but there was also plenty of fun and more than one hiker made a three-point landing in a snow drift.

Following the hike the party was re-united at the Tea Gardens for a hot dinner which really hit the spot! Dancing filled the remainder of the evening. Winners of the novelty dances included Mr. and Mrs. P. King who took the honors for the elimination number, Mr. M. Wrubowski and girl friend, Betty Lou, who were spot dance favorites, and Mr. and Mrs. H. Gawne, of balloon dance fame.

The evening ended with piano numbers by Doris McGuigan, department pianist. Then Mr. R. M. Spicer took over the "ivories" and the crowd sang every song in his repertoire.

It was a wonderful evening. Many thanks to Kae Patterson and Belle Nellis who helped organize it.

# GOLFERS! Meet Your New Executive for 1949

## Mr. P. H. Longstaffe Elected President

Does talking about golf at 30 degrees below zero seem the height of wishful thinking? Not to your golf executive who do the planning for some 600 players' field days, handicaps, memberships, etc., ad inf. They know it's not a bit too early to set the stage.

The annual general meeting was held in the assembly hall on St. Valentine's Day at 8:45 a.m. sharp when the following officers were elected:

MR. P. H. LONGSTAFFE, president (head of department, mail order 33).....One-year term  
MR. D. R. STEWART, vice-president (head of department 257).....Two-year term  
MR. J. MEYERS, secretary-treasurer (mail order merchandise office).....One-year term

### City Representatives

MR. J. THOMPSON (253).....One-year term  
MR. G. M. BELL (101).....One-year term  
MR. A. L. BARRY (261).....Two-year term  
MR. G. FIRTH (228).....Two-year term  
MR. E. ADEY (277).....Two-year term

### Mail Order Representatives

MR. G. S. HOUSTON (W167).....One-year term  
MR. W. COUSINS (W10).....One-year term  
MR. B. MCGREGOR (W37).....Two-year term  
MR. T. COE (W122).....Two-year term  
MR. G. W. ROBINSON (W119).....Two-year term

### Garage Building Representative

MR. F. MENZIES (W1074).....One-year term

**Printing and Warehouse Bldg. Representative**  
MR. C. PETERS (W1745).....One-year term

**Publicity**—MR. W. E. C. HURLBURT

The above named committee will meet at the call of the President to set up the various responsibilities for the forthcoming season, also the various events.

See You on the Fairways!

## HIGHER IS LOWER

A traveller informed a Pullman agent that he wanted a Pullman berth. "UPPER or LOWER" asked the agent. "What's the difference?" he asked. "A difference of fifty cents," replied the agent. "The lower is higher than the upper. The higher price is for the lower. If you want it lower you'll have to go higher. We sell the upper lower than the lower. In other words, the higher the lower. Most people don't like the upper, although it is lower on account of its being higher. When you occupy an upper you have to get up to go to bed and get down to get up. You can have the lower if you pay higher. The upper is lower than the lower because it is higher. If you are willing to go higher it will be lower." But the poor man had fainted!





## Good Food—Good Fun—Good Friends!

### 100 Members of Mail Order Salesroom Mailing List Et Al Stage Annual Winter Shindig

With the temperature hovering around the 20 below zero mark, and the weatherman's somewhat gloomy prediction "continuing cold," in no way chilled the enthusiasm of some 100 members of departments 159, 167, 173, who held their annual winter outing on Friday evening, January 28.

The hike was a huge success, as was the latter part of the evening spent at Sturgeon Creek Community Hall—good food, good fun, good friends—always a sure-fire combination for a wonderful time.

All members of the staff were delighted to welcome the Mesdames Curry, Houston, Pennock, Chapman and Sadlier. Welcome, ladies!

The committee responsible for planning the evening's entertainment are to be highly commended. They did a splendid job. Thank you!

#### Descriptions of Pictures on Facing Page

Top Row—Left: Eileen Bell, Jean Clayton, Mildred Macurak, George Mousseau, Marie Rinella, Audrey Peltier, Terry McCorquodale and two friends. Right: Norma Young, Flor Gaudry, Gil Leveque, Beth Machalek, Emile Dufault, Emile Pelland, Rita Hebert and Camille Phaneuf.

Second Row—Left: Amy Smith, Ruth Maitland, Rita McBurney, Gladys Moyse, Violet Penny and Helen Helland. Right: Donna George, Muriel Williams, Grace Town, Eleanor Galle, Dick

Bloomfield, June DesBrisay, Joan Mitchell and Mr. Houston.

Third Row—Left: Amy Smith and Gordon Grimes in action. Centre: More of the gang. Right: Pick yourselves out, boys and gals. Inset: Committee member, Jean Evans, sampling a "hot dog."

Lower Row—Left: Donna George, Grace Town, Muriel Williams, Eleanor Galle, Muriel Haskayne and Virginia Ritchie. Right: A few more of the merry-makers.

## Eaton Curlers on Good-Will Trips

During the past few weeks Eaton curlers have again carried the banner of good-will to bonspiels at various points in the Province. And wherever they went the handshake and hospitality has been of equal warmth and heartiness!

As we go to press, one rink has returned from Wawanesa in the lovely Souris valley; another is returning from the northern Manitoba town of Grandview, and still another is leaving for Minnedosa at the foot of the Riding Mountains.

Following are tributes recently received from Griswold and Killarney where our boys were royally received. Aye, it's a grand game!

"Griswold, Man., January 21, 1949.

"Secretary, The T. Eaton Curling Club,  
"Winnipeg, Man.

#### "Re Good-Will Curling Team

"Dear Sir: I have been authorized by the executive of the Griswold Curling Club to write you a word of thanks and sincere appreciation of the kindly gesture extended to our club, by your curling organization, in sending along the good-will team, comprised of Messrs. Wilkinson, McVeigh, Kinley and Johnston, to take part in our annual bonspiel.

"These boys are not only curlers of no mean calibre, but in addition are a wonderfully amiable, sociable, cheery and jolly quartette. Perfect gentlemen, good mixers, they did really and truly endear themselves to a host of new-found friends here, curlers and non-curlers alike.

"We wish to say a heartiest 'Thank you!' for arranging their visit, and we trust that they enjoyed what limited hospitality we were able to contribute during their all-too-short stay in our hamlet.

"Sincerely and fraternally,

"Signed by F. K. Purdie, M.D."

\* \* \*

"Killarney, Man., January 31, 1949.

"The T. Eaton Co. Limited,

"Winnipeg, Manitoba.

"Dear Sir: On behalf of the Killarney Curling Club, I would like to take this opportunity to thank The T. Eaton Company for their further contribution to the success of our bonspiel by entering your rink of Messrs. Walter Hay, Hugh Clancy, Jack Black and Harold McAmmond. Their sportsmanship and conduct were a credit to The T. Eaton Company.

"Again thanking you. Yours truly,

"The Killarney Curling Club,

"J. A. Wood, president."



## 200 Strong!

### **Mail Order Copying Crowd Hike, Dine and Dance**

Some 200 members of mail order copying turned out on Friday, February 11, for the department's first hike and social of the 1949 season. It was an ideal night for a tramp and one-half of the group hiked from the end of the car line to Sturgeon Creek Community Hall where the rest of the gang had gathered.

Because of the number of "good sports" who turned out, the evening was a happy and exhilarating one. And did that food hit the spot for both the hungry hikers and their indoor friends! A vote of thanks is extended to the gals who prepared the refreshments and looked after the dancing which filled the program for the rest of the evening.

It was unanimously agreed that the party was an overwhelming success and that "we should do this more often!"

#### **Descriptions of Pictures Above**

Top Row—Left (reading left to right): Misses D. Tolton, Mary Dell, Bea Van Hee, Esther Yatts, Mrs. G. Millar, Mrs. V. McInnis, with Miss Doreen Ferguson in the foreground. Right: Misses D. Ferguson, Mary Freeman, Doris Malthouse, Phyllis Jones, Doreen Tolton, Lois Ehrhart and boy friend.

Centre—Right: Remember the old song, "Put me among the girls!"? Lucky spot for Mr. Walter Bell, first assistant; on his left and right are Margaret Beer and Mary Szjka.

Lower Row—Left: Misses Jeanne Davis, Betty Kachur, Terry Lapleere, Mrs. Vi McInnis, Miss Lil Greenberg, Mrs. G. Millar, Miss B. Van Hee, Mrs. Bill Clark. Miss Mary Mustaler in the foreground. Right: Misses Rose Morris, Marguerite Cogle, Margaret Beer, Ray Hancock and Jim Edmonds in the background.

Speaking of Hobbies . . .

## SIGNALS— Has a Wide Appeal

What is there about this hobby that attracts the good type of man that it does? It has a different appeal to any other. Technical communication training, practical works, camping, shooting, travel, and companionship, and ceremonial drill work seldom found in other leisure activities.

"Signals" is well known to many Eatonians. Over the years, on every floor of Eaton's one meets one or more Signalmen, usually N.C.O.'s or officers of the unit. To mention a few: Harold Daly, Alex Barry, Weldon Neelands, Les Lewis, Jim Argue (formerly major and O.C. Signals for M.D. 10), George Cusack, T. D. Smith.

### A UNIQUE RECORD

One Eatonian holds a rather unique record in the Canadian Reserve Army. To rise through the ranks once is something to give justifiable pride—but this chap has done it twice, and in the same unit!

C. L. Cuthbert, department 122, mail order, first joined the Royal Canadian Corps of Signals in 1921, and rose to lieutenant. He retired from the forces in 1935, but later, in 1940, re-joined the unit, then known as the 10th District Signals, as a signalman. His capable handling of his duties and the men under his charge again caused his rise through the ranks until his recent promotion to Regimental Sergeant-Major of the unit, now known as the 6th Armoured Division Signals Regiment, R.C. Signals.

Associated with "Signals" are other Eatonians in the Line Section, dealing with building of land communication lines, switchboard installation and operation, operation of several telephones at one time on one line without interference with each other; truck driving, pole climbing and equipment handling, storage and repair.

While the main job of Signals is to provide communication for the army, in peace time assistance is given in communication to regattas, sports events, etc.

Two high-power transmitters are operated on a Trans-Canada net, relaying messages from Toronto and from Calgary.

Mobile wireless stations and wireless equipped jeeps, line trucks, general duty trucks, and despatch riders on motorcycles flashing by make an impressive sight when the unit is in "convoy" going to take part in manoeuvres.

This, together with the annual summer camp at Wainwright National Park, Alberta, makes it a truly practical, worthwhile hobby for any Eatonian to have!

—From an article by Sgt. J. G. Nowell, 6th Arm'd Div. Sigs. Rgt., R.C. Signals, Minto Armouries.

Dieting: Triumph of mind over platter.

—Louisville Courier-Journal Magazine.

\*

Forger: A man who made a name for himself.

—Louisville Courier-Journal Magazine.



Top Row—Left: Signalman Steve Kitz (Eaton drivers) at switchboard. Right: R.S.M. C. L. Cuthbert (122) at his desk.

Lower Picture—Mobile equipment.

### Nick Morrow Sends Regards From Germany

Writing from Berlin, Germany, where he is now with the Allied secretariat, Mr. Nick Morrow (formerly Eaton interpreters' staff) asks to be remembered to his many friends around Winnipeg store. In his long letter to Mr. Howard Keys, Nick adds:

"It may interest you to know that your letter of January 19 was in my possession on the 23rd, i.e., only four days after it was written. This is truly remarkable, since it often takes a whole week for a letter to get here from England, and airmail letters from Switzerland travel about ten days until they reach me."

### O'Grady Cops Police Trophy

Curling in the Winnipeg Police bonspiel last month, Skip "Bobs" O'Grady (general audit) and his rink mates, Bill McCormack, Jim McClure and George Knowles, won the Associated Police curling trophy. This is Bobs' second "arrest" of the title.

### "What a Lovely Surprise!"

Mr. W. H. Hall (Formerly Tea and Coffee Blending) Writes From England

"314 New Hall Lane,

"Preston, Lancs.,

"January 24, 1949.

"What a lovely surprise I got on Saturday last, January 22, when I received a parcel of Christmas dainties from the firm at Winnipeg through our London office.

"Thank you all for the grill room products with boxes of nuts and chocolates. It is sweet to be remembered by my old associates in Winnipeg, and what thoughts does the name of 'grill room' bring back to me—none other than our Grill Room Blend tea, now known as Mayfair.

"Mrs. Hall and I both wish to convey to you and all our friends in the stores throughout Western Canada our sincere appreciation of your kindness, and send our season's greetings for a prosperous 1949.

"I also wish to thank the editor of Contacts for sending me the monthly issue, which I enjoy reading tremendously, keeping me in contact with my former associates all over the west."





## Department 1100 Stage Tally Ho and Dance

"A grand time was had by all," seems to be the conclusion drawn by the staff of the fifth floor restaurant bar and cafeteria following their first post-war tally ho and dance, held Tuesday, February 1.

The members of the department turned out 100 strong. Even Amy Johnson was there refusing to miss the fun despite her broken leg.

At the beginning of the sleigh ride, our two English girls, Mae Ings and Noreen Metcalfe, thought Canadians quite mad to expose themselves to an hour of 20 below zero weather. But after being thoroughly initiated with snow baths, they decided, after all, that it was great fun.

While the "outdoor set" were freezing themselves on the sleigh, the more sensible members of the party enjoyed a whist tournament. Winners of first and second prizes were Mr. Sales and Helen Wurmlinger. Mr. Young had the distinction of winning the "booby" prize.

Music for dancing was supplied by Dick Harvey, and it didn't take long for the lively social one-steps, schottisches and square dances to draw most of the crowd out on to the floor.

A chair dance, one of the highlights of the evening, was won by Helen Wurmlinger and Mrs. Connery, who edged out Mr. and Mrs. Young in the final round. We understand that Helen was a bit stiff the next day from a bad aim in her first attempt at claiming the chair.

Many thanks to Ann Chiddentan who prepared the food. It really satisfied the large appetites resulting from the evening's activities. As the dancers regretfully cleared the floor at midnight, there was already talk of staging a repetition of this enjoyable social get-together.

### Descriptions of Pictures

**Top Row**—A group of the "outdoor crowd" who defied the weather and hiked through the winter snows. Included in the group are Ruth Mortenson, Angie Urso, Stella and Alex Strick, Marie O'Callaghan, Mrs. F. Febr, Doreen Saunders, Mildred Fladseth, Noella Biltan, Stella Schepaniuk, Helen Klug, Mary Skoronik, Kathleen Bowen and Jean Kenke.

**Second Row**—The group poses for the camera-man.

**Third Row**—Those who prefer indoor parties held a whist tournament while the hike took place. From left to right they are: Mrs. M. Ferguson, Mrs. L. Pryor, Mrs. L. Saunders, Jessie McGeorge, M. H. Sales, Hertha Merke, Mrs. H. Connery, Amy Johnson, Mrs. L. Daniels, Mr. and Mrs. A. Patenaude, and Mr. and Mrs. S. Young.

**Lower Row**—Dancing was enjoyed by all. Included in the candid camera shot below are: Mr. and Mrs. J. Fehr, Alex Strick, Kay Post, Jessie Charan, Mrs. L. Saunders, Bill Wilkinson, Mr. and Mrs. S. Young, Virth Kivrn, Marie O'Callaghan, Nellie Middleton, Doreen Saunders, Kathleen Bowen, Irene Klassen and Stella Schepaniuk.





## "And So They

To the Irish, March means St. Patrick's day and the symbolic wearing of green. But to all the Eaton brides and brides-to-be it still means "The Wedding March" in traditional



## Were Married"

white. To the four charming girls above who have all recently changed their name to Mrs., we say "the top o' the mornin' to ye," for the rest of your lives.

Top Row—Left: Shirley Jones (mail order copying) became Mrs. Frank W. Golab on Saturday, February 5, at St. Ann's Church in West Kildonan. Right: "Terry" Raiche (mail order packing) at centre, was also a bride of February 5 when she became Mrs. Lucien Berube, in St. Boniface Cathedral.

Lower Row—Left: Greenwood United Church was the scene of a wedding on January 22 when Donelda Russell (seated) of the hosiery department, married William Craib. Right: Evelyn Ingram (cash office) married Bruce Effelmont in Knox United Church, Transcona, on January 19.

### *Candy Factory Facts—By H. Joyce*

Best wishes to Alex Grapko (1762) and Miss Freda Sveinson (214) on their engagement. The wedding will take place in June.

Congratulations are also extended to Miss Josie Duniec on the completion of twenty-five years with the Company. The entire time was spent with department 1762.

Our deepest sympathy is extended to Mrs. Mary Hanovich and family on the death of their mother.

### *By May Scott*

Department W1—Congratulations to Mr. and Mrs. Warren Bemister on the arrival of another son, born on February 14, to be named Patrick Harold.

Glad to report that Miss Ray Patching and Miss Matilda McEwan are back at work and feeling fine.

Influence is something you think you have until you try to use it.

## DOWN THE ALLEYS

## Second Series Winners Declared

## Records Fall Fast in All Divisions!

**Division 1**—A close battle saw the Jay Dees win the second series with a total of 18 victories. The Rough Riders set a terrific new record high of 3,655. The Jay Dees shot a lovely single game of 1,316 only to have the Rough Riders mark up a 1,360 to take the single mark, too. Bill Montford rolled a beautiful 360 game, which with handicap of 52, bettered George Bennett's mark of 410 by 2 pins.

Bill Liver is still knocking the pins for a loop. Some of his latest efforts were 802 (308), 702 (304), 773, 714.

Joan Meyer has been the leading lady with scores of 800 (320) and 735 (306). Other good games were: Sig Sigvaldason 773, 717; George Firth 793; Jack Collett 767 (339); Jack Wood 743, 704; George Bennett 740, Bill Taggart 712, Jack Day 709, Bill Adams 703, Siggy Breckman 781 (341), Rose Gordon 722 (348), Lil Browne 721 (323), Donna Ducharme 716, Ann Anderson 715 (333), Winnie Leach 715 (326), and Helen Cancilla 701.

**Division 2** — The Scotties took the second series by a comfortable margin, winning two games on the final night to make it impossible for the second-place Hucksters and Sport Togs to catch them. Team records were shattered when the Hucksters rolled a good 3,101 and the Maybees shot a single of 1,246.

Dave Mackie led the scoring parade shooting totals of 768 and 726. Rose Kurtz was tops for the girls with 690. Some other good games were Frank Frampton 733-706, Jack Carnegie 743, Bill Hogg 718, Jack Donnett 714 (303), Ernie Wall 710, Tom Scott 704, Gladys Morris 687, Elaine McKay 671-684, Edith Hull 680, and Jean Paterson 669. Two good singles were Jim Lindsay's 302 and Ernie Wall's 311.

**Division 3**—The Nationals maintained their single game lead over the Millwrights to cop the second series with 18 wins. Records have been falling regularly with the Millwrights shooting good totals of 2,907 and 2,935 only to have the Mixers, by virtue of a higher handicap, set the record at 3,065.

In the single game division, the Millwrights hold a mark of 1,182. Walter Mills set a new high single with a solid 378 count. George Murray moved the high three mark away up to 867 by rolling a fine 775 scratch score.

Reg King 768 (319), 796 (308) and Bessie Valentine have been the leaders in the scoring column followed by Art Wright 787 (317), 668; Walt Mills 724, Ted Black 720 (319), Bill Maskell 719 (334), 669; George Murray 710, Hazel Tarry 650, Edith Quinn 639, and Dot Martin 627-601.

**Division 4**—The Lafalots put on a real drive to sweep to victory on the final night. The Selects were the leaders but had a bad night and dropped one game short of the winners.

The Lafalots set a new three-game mark at 2,944 and the Monarchs set the single at 1,153 only to have the Lafalots come right back and move it up to 1,157 in their final game.

Ethel MacDougall put on a scintillating display shooting a total of 837 with a high single of 355. This gives Ethel both ladies' records

with scores of 882 and 370. Noreen Price shot a beautiful single of 360 but didn't have the handicap to break Ethel's record. Some other good scores were Bill Robertson 730, Clarence Saunders 702, Bob Shusterove 697, 672, 661; Dave McFetridge 682, 664; Bill McAlpine 687, 673; Noreen Price 697, 690; Eleanor Scott 668, and Ann Surbey a lovely 756.

**Division 5**—The leading Trotters won three games on the final night to cop the title, keeping the Boopers and Alley Byes at a safe distance. Lorna Wood set the only new record in recent weeks, a good 338 single game.

Good scores were fairly plentiful and evenly spread with Bill Melnyk 733, 669, 613, 603; and Carol Koslok 744, being tops. The best of the rest were: men—Gord Campbell 739, Bob Simpson 684, 604; Bill King 671, 647; Jim Reid 666, 624; Merv McKenzie 655, 631. Girls—Ann Solatycki 700, Lorna Wood 653, 628; Joyce Lawton 650, 622; Ann Ellis 638; Dot Tarrant 629; B. Greenwood 628, 605; Lucille St. Onge 623, and Marion Waldie 618.

**Division 6**—The Vetoes won the second series by a comfortable margin of three games over the Dustpans who dropped all their games on the final night. Joe Leighton and Joe Green have been doing some great bowling, taking turns setting records. At present Joe Leighton has the high three with his 821 effort and Joe Green the single mark of 334.

Joan Mortimer's fine 743 looks like another new mark for the ladies.

Some of the fellows have been rolling very consistently. Joe Green shot scores of 806, 689, 786 (309); Joe Leighton got 753, 707, 741; Mel Jenkins 713 (327), 683, 675, 625, 606; Gord Nelson 729 (301), 645, 629; Guy Stewart 676, Jim Thorpe 673, and Don Wilson 669.

The girls have been steady but not very spectacular. Tops were Joan Mortimer 743, 552, Helen Lawrence 574 (264); Ruth Evans 573, and Ruby Johnson 563.

**Division 7**—The Jewels had their second consecutive series title cached away weeks ago, so the main battle here was between the Five Spots and the Jeeps for the roll-off berth. The Jeeps won out by one game but were very lucky as the Five Spots rolled very well only to drop two games to the red-hot Jewels.

There have been no records broken of late but plenty of real good scores including, among the men: Allan Farquhar 750 (302), 718, 642, 641; Charlie Aldous 716, Harold Brown 685, 669; Herb Headon 665, 640, 611; Cy Napier 651, Norm Henry 641, R. Wicklund 631; and with the girls: Margaret Beer 738 (isn't that a record, Harold?), 650; Phyllis Stalker 615, J. Short 605, Betty Hebb 596, and Mary MacDonald 587.

**Division 8**—This division is just bowling two series so they have a long way to go yet. At the moment it looks fairly even as the early leaders, the Vikings, have been slowed down and the King Pins have moved into a first-place tie with them.

Ed Olien set the only new record by rolling  
(Continued on Page Forty-One)





### BASEMENT MEATS

Mrs. Allan Lundeen (formerly Margaret O'Connell of 281) entertained the girls of the department at her home on Friday, January 28. Fifteen turned out and the evening was a huge success. The girls are still talking about the good lunch Margaret served!

\* \* \*

### MAIN FLOOR

*Wedding "Belles" from 205*

Miss Margaret Churchill (stamps) and Miss Melba Lodge (office supplies) both left recently to become brides. Before leaving, both girls received gifts from the department staff, presented by Mr. S. Florence, head of department. Very best wishes to both of you.

Miss Audrey Debenham (fountain pens) was a patient in St. Boniface Hospital recently. We are glad to hear you are feeling so much better, Audrey.

We wish to extend a welcome to Miss Una MacKenzie, formerly of mail order stationery, who has recently joined our selling staff in the office supply section.

A last word for our bowlers, "No complaints." Well, well, "ain't that sumpin'?"

Miss Janie Danylcw, of the candy department, is all smiles these days and the sparkle in her eye matches the one on her third finger, left hand. Johnny Olynik is the lucky man, and the wedding is to be some time in July. Best wishes to both of you!

### IT'S A GIRL!

Winnipeg's gifted tenor, J. Roy Firth (jewelry department) is singing with added gusto these days—since on January 19, Roy became a daddy! The wee stranger has been given three good old-fashioned names, Mary Anne Elizabeth. Mommy was Joan Schneeberger, a former member of the jewelry department. In the picture Roy (at right) is being congratulated by Mr. Alex Cranston, head of department. The latter presented little Miss Firth with a complete layette—a gift from the jewelry gang. "She's already a singing star," Roy declares . . . "a contralto, I think," he added proudly.



### Mr. D. Dewer Feted at Stag Party

The male members of the jewelry department gathered at the home of Mr. Ted Lee on Wednesday evening, January 26, to say au revoir to Mr. D. Dewer, who has recently joined the watch section in mail order jewelry. A Parker "51" pen and pencil set was the gift presented to "Dunny," as he is popularly known, with Mr. Jeff Yelland, assistant, doing the honors for the gang. Best wishes were also presented from the assembled friends. A hearty thanks to Mr. Lee for the use of his home and for the refreshments so ably served by the host.

\* \* \*

### SECOND FLOOR

*Department 238 Honors Bruce McGregor*

The home of Mr. M. B. Moore, head of department, was the setting of a recent party when the staff of women's shoes gathered to say good-bye to their first assistant, who has recently been appointed first assistant in mail order men's shoes.

Mr. Moore, in a congratulatory speech during the evening, commended Mr. McGregor for his efficiency and ability in handling intricate details. Bruce, who has been in the department for some time, was presented with a bridge set of table and chairs from his admiring department associates. Fred Lambert, also of 238, was present with "Oscar" and put on a fine show for the staff even if "Oscar" is a dummy. Thanks to Mr. and Mrs. Moore for their warm hospitality and for a grand evening.

*From the Dress Goods*

We welcome back Miss Shirley Carter after her recent illness. She is now wearing a beautiful sparkler on her all-important finger—a lovely ring, indeed, Shirley, and congratulations to the lucky man, Bill Lugg, of Queen's University.

We are very glad to see Mrs. Molly Thompson back after her lengthy and serious illness. We all missed you, Molly.

A certain young lady in 233 office has been limping around for a week with a sore ankle. Could you have strained it on the sewing machine, Hilda?

\* \* \*

### THIRD FLOOR

*Cash Office—By Joan Eldred*

Our best wishes go with Dorothy Tarrant, who transferred to the blouse department during February, and also to Dorothy Moorcraft, who is now in the head cash office. We will miss you, girls.

Mr. L. E. Summers, our supervisor, was operated on during January, but we are glad to report that he is "in the pink" again and back on the job.

Our best wishes to our invalids, especially to Dorothy Brown and Doreen Willems. We hope you will all be back with us soon.

February 7 was the day of days for Miss Mercedes Huuk, D.A. office, for it was then she received a lovely diamond from Mr. George Curle. We are told it was to be a Valentine gift but couldn't wait that long. Best of luck to you both.

Mr. J. A. Ivison (electric washers) is a proud father and is he beaming over his new daughter. Little Linda Ruth made her appearance on January 21 and weighed in at three pounds six ounces. Congratulations to the new parents!

**FOURTH FLOOR***"Under the Hats"*

Did you know that we now have three beautiful diamonds in the millinery department? Well we have, and the sparkling owners are Miss Neta Hudson (404) who received her ring from Mr. Charles Walker; Miss Elsie Vermeulin (404) whose husband-to-be is Mr. Albert Jacobs, and Miss Joyce Turner (204) whose lucky boy friend is Mr. Jack Gordon. Best wishes, gals!

There was also a wedding during February which changed the name of one of our office girls. Miss Gwendolyn Buchanan is now Mrs. Norman Naditer since February 5. Before she left, Gwen received a lovely lamp from the staff, presented by Mr. A. R. Chalmers, assistant.

Kathleen Ellen Chalmers, weighing seven pounds eight ounces, made her appearance on January 3, to the delight of her proud parents, Mr. and Mrs. Alf Chalmers. Congratulations, Alf and Dorothy.

We of the millinery would like to take this opportunity to thank Mr. and Mrs. F. O. L. Wicks, supervisor, for the lovely party they held recently in their new Kingsway home. From the delicious buffet supper to the closing sing-song, it was a party to be remembered.

\* \* \*

**FIFTH FLOOR**

The grill room bakeshop, fifth floor, would like to extend a welcome to their new cake decorator and confectioner, John Pegler. Mr. Pegler came to Eaton's, Winnipeg, from Harrod's in London, England. Scotch by birth, he was with the R.A.F. for four years stationed in Egypt.

The girls of the fifth floor restaurant bar said good-bye to Mrs. F. Fehr, dietitian, on Saturday, February 12, and before she left presented her with a lovely table lamp as a token of their esteem. Mrs. Fehr left her career to be a housewife. Best wishes!

\* \* \*

**SIXTH FLOOR***Sales and Expense Offices—By Grace Martin*

We have two winners of the Winnipeg Badminton Club tournament in the office, and we're just as proud of them as if they had taken first instead of consolation ladies' doubles. Congratulations, Shirley Baldner and Isabelle Hanna. We wish we could do as well.

Shirley Barton is the newest diamond girl in these parts. She received her ring on February 7 from Doug Fahlgren, of Kenora.

A breakfast party was held in the grill room on Friday, February 11, honoring Mrs. Murray Church, nee Doris Kay, whose marriage was a recent event. On behalf of the twenty-six girls present, Miss Clara Greening presented Doris with a twin picture set, "Chico" and "Elena."

Word has just been received that Mr. and Mrs. Claude Pritchard, nee Mae Artiss, are the parents of a baby boy, Donald Glen, who arrived January 29. Congratulations, Claude and Mae.

\* \* \*

**SEVENTH FLOOR**

Congratulations are in order for Mr. and Mrs. Russel Smith, nee Margaret Armstrong, on the birth of their daughter on February 3. The little lady is to have the lovely name, Leslie Jo-Ann. Welcome, Leslie!

Forty

☆☆☆☆☆☆☆☆☆☆

**"YOUNG MUSICIAN"**

This is Norman King, age 20 months, the son of Mr. P. King, head of the record department. His dad is a musician, too. (The radio is a Viking.)

☆☆☆☆☆☆☆☆☆☆



Mr. M. A. MacDonald, radio service shop, has recently been sporting an enormous blue ribbon and a very proud smile. The reason—his South American chinchilla entered in the elderly male class of the Second Annual Chinchilla Show for South-western Ontario, took second place. Mr. MacDonald has been raising chinchilla as a side line for the last two years and this is the first time he has entered any of his animals in competition.

\* \* \*

**A "Thank You" Note From Muriel Menzies**

A letter was recently received by Contacts from Muriel Menzies, parcel inspectors, who is a patient in King Edward Hospital. Through these pages Muriel wishes to thank her many Eaton friends who have been so kind during her illness.

"Hello, Everybody!

"My idea is to include everyone who has shown through their kindness and well wishes that they have not forgotten me, especially the girls I worked with in departments 147 and 147A, and of course the visiting nurses.

"I have been hospitalized now for almost twenty months, and I have come to realize how many wonderful, kind people there are in Eaton's.

"The visits and gifts I received from my fellow 'route markers' gave me many happy hours. They presented that little something often needed to break the monotony of hospital routine. It's grand to know you're remembered though out of circulation.

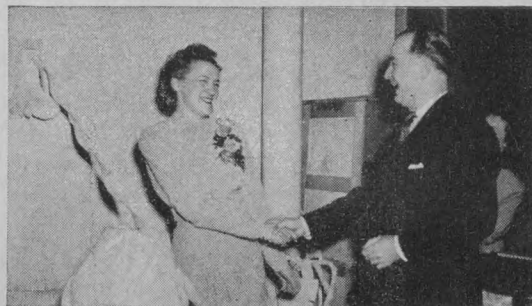
"To express my deep appreciation has been difficult. Thank you seems so little in return for everything."

\* \* \*

**Jean Ewart Marries**

Jean Ewart, wages office, was married to William Hagel on February 26. Before leaving on February 16, Jean was presented with bedroom lamps by the office staff. She also received several personal gifts. A shower was held Wednesday evening, February 16, at Mona Fraser's home in Transcona. Presentation was made of a nest of tables.

(Jean Ewart, a recent bride, is seen being congratulated by her supervisor, Mr. R. B. T. Whitbread.)





Pictured above are the girls of the sales and expense office who gathered at a luncheon on February 11 to honor Mrs. Murray Church, seated third from left. (See write-up in sixth floor news.)

## EIGHTH FLOOR

It was good-bye and best wishes to Miss Nettie Loewen (alterations) on Saturday, January 22, when members of the department gathered to present her with a little farewell token of friendship. On behalf of the staff, Miss K. Waywood, head of department, showered Nettie with gifts. She received a lovely pair of kid gloves, Irish linen handkerchiefs, a compact and lipstick set, and last but not least, a silver and amethyst glamour pin. Nettie, whose quiet disposition and pleasing personality have always made her very popular with the staff, will be greatly missed by all her associates in 1041. We understand she has decided to go back to school and we wish her the best in this new venture!

We're glad to see Miss M. Ritchie (alterations) back in the swing after an extended illness.

At a luncheon honoring her approaching marriage, which took place on January 22, Miss Joyce McCreedy, of the ticket office, was presented with a pressure cooker by her associates. She married Mr. Alex Kurceba, a hockey player now with Fort Frances, Ont.

\* \* \*

## ELEVATOR UPS AND DOWNS

By Agnes Reese

Our best wishes are extended to Phyllis Main, who transferred to the wages office during February. As a farewell token, the girls presented her with a lapel pin and matching earrings. Good luck, Phyllis!

Verna Talbot, our newest member, receives a hearty welcome from all of us.

A fellow Eatonian recently walked into an elevator with his young son. The father, seeing his little boy was nervous, explained to his son, "When the girl closes the gates, the car will go up." Many a smile crossed the faces of the customers in the car when the little boy looked up at his daddy and said, "Is it a Ford?"

Wedding bells will be ringing on February 26 for Robert ("Bobbie") Burns. Congratulations and best wishes from all your fellow workers.

The department wishes to extend its sincere sympathy to Mr. and Mrs. S. Taggart and family in their recent bereavement.

\* \* \*

## EDWARD DUNCAN LECTURES TO ENGLISH CLASS

A study of the Hamlet symbolism and James Joyce's "Ulysses" were the subjects of a paper given on January 23 by Mr. Edward Duncan, drug department, to the English class of Manitoba University.

Mr. Duncan, a graduate in pharmacy from Dublin University, is a recognized authority on the late James Joyce. He describes the author as "a literary genius—one of the few writers who became a classic to his own generation."

## Along the Ski Trails

The Bluebird Ski Club has held a number of outings recently which have attracted big turnouts to the popular snow trails. Two trips, attended by some sixty-five skiers, were taken to Stony Mountain and Lockport.

The first was a Wednesday afternoon jaunt, the buses leaving at 2:30 p.m. Bill Irwin, Olympic star, held the spotlight for the afternoon with a large beginners' class. The hills were in perfect shape for every type of skier and for the more experienced there was a jump. The whole group would like to take another trip to Stony Mountain—but only as pleasure-bent visitors, of course.

The second trip was an evening jaunt and the buses took the skiers to Lockport, where they enjoyed a couple of hours of skiing by moonlight. The weather was perfect—over 25 degrees above—and everyone was glad they turned out.

As we go to press, sixty-five of the Bluebird crowd are on their way to Kenora for a week-end of skiing on those fir-clad slopes. Hope you had a wonderful time, guys and gals!

\* \* \*

## GENERAL OFFICE NEWS

By Ruth Peterson

Isabelle Binnie left the Company on January 29. Before leaving, Isabelle received three pairs of lovely nylons.

Bert Sommerville left on January 25 to take up new duties in the cash office. Before leaving, the office presented Bert with a shirt and tie. We miss Bert, but wish him every success in his new position.

Cupid has been busy, especially on St. Valentine's day, and Beatrice Arran (employees' savings) came in wearing a very lovely diamond ring. The lucky man is Clyde King. We wish you both future happiness.

## DOWN THE ALLEYS

(Continued from Page Thirty-Eight)

a good 761 total. Al Krienke 611 (248), and Harvey Sheidow 284, have had some good games. Tops among the girls were E. Whitehead 594 (244), Barbara Kent 582, E. Richardson 573, and Flo McLellan 565.

**Division 9**—With a long 42-game second series ahead of them, the teams are all very closely bunched. The Meteors are at the bottom with only six wins, while all the other teams have nine or ten victories chalked up.

Tom Byacheck has been doing some great bowling recently. He has set new records of 839 and 317 which will be tough to beat. Other good scores by the men were Tom Byacheck 716, John Lemon 691, Steve Monchuk 695, Herb Kelley 654, Earl McGregor 631 (272), Fred Winter 622 and Stan Smith 612.

With the girls Millie Barker 670 (294), 621 (276) was tops followed by Eileen Hoski 647, 605.







## SECOND FLOOR

By G. Burton

Department 122—Best wishes to Terry Raiche who left on February 1 to become the bride of Lou Berube on February 5. The wedding took place at St. Boniface Cathedral. The department gift to Terry was a chest of silverware and the girls' gift was a breakfast set.

Claire Oldack left on February 19 to be married on February 26 to Douglas McDowall at the Church of the Cross. Claire's gift from departments 122 and 113 was an end table. The girls of the department gave her a china cabinet.

Good luck, Terry and Claire.

Our best wishes to Pearl Thorlakson who recently walked in with a lovely diamond. The lucky man is Steve Hagen.

We are glad to see Lou Richards back at work again after a recent illness.

Still on the sick list is Mr. Leonard Patterson. Hope it won't be long before you are back with us again, "Pat."

Stiff and tired were a group of third-floor girls when they arrived at work on the morning of February 11. The reason—they held a tally ho the night before. Many thanks to Mrs. Burzan, who had a lunch ready when the hungry girls arrived back from their jaunt. Who was the outstanding vocalist of the evening?

We hear Misses Rona and Carrie Einarson's mother has been ill, but we are glad to report she is on the road to recovery.

\* \* \*

## FIFTH FLOOR

*Sporting Staff Hold Outing—*

By J. McNiven and D. Hardiman

What a toboggan party the sporting staff turned out for on Friday, February 4! "A wonderful time was had by all," even the two lone men who so bravely trusted all the women. After an evening of activity the gang all went to Doreen Lycan's home for a feast of baked beans—just the thing for the hungry crowd.

Our congratulations to Maude and Jimmie Morrison on the birth of their daughter on February 17 at Grace Hospital.

We are glad to see Sam McCallum back after his brief illness.

Who is the tired-looking filler in 61 department? Could it be someone tired of carrying out the ashes in that new home?

Forty-Two

By B. Dixon and R. J. Wood

The stork visited three members of the mail order drugs since we last went to press. On January 21, Mr. J. Reay became the father of a boy; February 5, Mr. A. C. Wright a girl, and Mr. Ron Smith, on February 16, a boy. To each of you, we all send our heartiest congratulations and trust that mothers and babies are doing fine.

We are sorry to hear of the illness of Mr. Green and wish for him a speedy recovery.

\* \* \*

## SIXTH FLOOR

*Jewelry and Watch Repairing—By M. Hoover*

Hearty congratulations to Mr. and Mrs. Humphrey Hogg, whose home has been gladdened by the arrival of a wee daughter. The young lady made her appearance February 5 at General Hospital and will be known as Wendy Verna.

Congratulations are also in order for Mr. W. Davidson, who was presented an honorary life membership certificate in the Manitoba Provincial Rifle Association at their annual meeting, February 1. One of Canada's greats in rifle competition, Mr. Davidson had the distinction of representing Canada in the Bisley shoot in Britain in 1911, 1912, 1923, 1939.

Mr. P. Bircham left the service of the Company February 5 to join the navy, and is now training at Esquimault, B.C. On behalf of the department, Mr. W. Davidson, assistant, presented Phil with a wrist watch suitably inscribed. Best wishes for success!

*Staples Girls Hold Luncheon*

The gals of 36 mail order held a luncheon social at the Homestead recently. Although it was one of those "way down below zero" days, the girls forgot the weather in the enjoyment of the delicious meal and gay sociability of the occasion.

We wish to welcome back Miss Lucille Clayton, a 36 staff member who has been ill. It's nice to see you around again, Lu.



Local papers during February carried pictures of special interest to the department—the occasion of the first full-dress inspection parade of the Pipes and Drums, Queen's Own Cameron Highlanders, since the war at Minto Armories. Drum Sgt. Jack Graham (1766 department) was one of those who proudly wore the new and colorful dress uniform.

*Mail Order Dress Goods—By M. Middleton*

In honor of Mr. P. H. Longstaffe's daughter, Dorothy Mae, whose marriage to Mr. Geoffrey Watkinson will take place March 5, in Otley, Yorkshire, England, department 33 held a luncheon Saturday, January 22, at the "Homestead." A corsage and a gift of an American Beauty tea set were presented to the guest of honor. Mr. Longstaffe and Dorothy sailed February 16 on the "Empress of Canada" for England.

Misses Teddy Hudson and Provy La Monica have been on the sick list. Best wishes for a speedy recovery, girls.

\* \* \*

**SEVENTH FLOOR**

*By M. Pariseau and J. Johnston*

Our deepest sympathy is extended to Miss Shirley Manky, whose father passed away February 19.

*By M. Fraser*

Department 3—That romantic rascal, Dan Cupid, has been working overtime lately, and two more members of our staff have succumbed to his charm! Jean Slobodian and Mary Mills both appeared wearing lovely diamonds received as Valentine tokens. Best wishes, girls!

We are all happy to hear that Mrs. Tempest has recovered from a long siege of illness.

*By E. Holst and R. Hodgson*

Department 41—Another branch for the Breckman tree. Sig Breckman is an aunt again—this time it's a niece.

Who's the man so anxious to get back to work he split a muscle in his leg jumping off the bus?

We're glad to see Theresa Prince back again—minus tonsils.

One of the younger members of our staff, Audrey Jones, has left the Company. Best of luck in your new job, Audrey.

\* \* \*

**EIGHTH FLOOR**

*By J. Baynes*

Departments 118-118A—Winnie Leach came to work recently all smiles and with eyes sparkling as brightly as the diamond on her all-important finger. Our warmest wishes to you, Winnie.

Departments 117, 118 and 118A started their annual "bowling spiel" on Saturday, January 29. The spiel consists of ten rinks, captained by Sid Gerrard, Eric Guile, Bill Adams, Ken Merrett, Lorne Jackson, Jumbo Westman, Herb Graham, Ken Maguire, Dave McFetridge and Ray Leveque. Who is going to come out on top?

The good wishes of departments 118 and 118A go with Allan Ramsay in his new work in the wages office. We will all miss you, but the best of luck, Allan.

*By Mary McDonald*

Department 117—We extend our deepest sympathy to Lillian Crocker, Eleanor Green and Pat Manky in the recent loss of their fathers.

Ellen Flather is on our sick list but we hope to see you back soon, Ellen.

Department 116—Belated engagement best wishes are in order for Lorene Weston, Marion McDermott and Margaret Pownall.

*By D. Balsdon and R. Soutter*

Departments 73, 167, 159—Our best wishes go with Miss Alice Nicholas, who left February 16 to become the bride of Mr. Joseph Lannister. Before leaving, Alice was presented with a lovely pair of blankets from the departments. Best of luck to you both.

Still on the sick list is Pearl Chapman. We hope you are feeling better, Pearl.

We would like to say hello to Joe Sigurdson out at Ninette. We hope you are still improving.

Two more members who are out sick are Irene Tetreault and Connie Ness.

*By E. Norton*

Department 161—Bernadine Hetzel became the bride of Stuart Lawrence on February 19 at the Holy Rosary Church. On the day of her departure her desk was gaily decorated, and from her associates she received that ever-useful kitchen help, a toaster, and a lovely rose and gold bedthrow from the department. Best of luck, Bernadine and Stuart.

Best wishes to Fran Morrison, who became engaged on February 5 to George Popple.

We are sorry to report Winnie Hamilton is home with the measles.

Margaret M. says she will be married on the first (first chance).

*Advertising News—By Mary Ewing*

Congratulations to Bill Hogg, who won third prize in the Company-wide Suggestion Contest. Nice going, Bill!

We extend our sincere sympathy to Mr. M. Sinclair, supervisor; Mr. W. N. Smith, first assistant, and Mrs. I. Murphy in their recent bereavements.

Glad to see Miss Frances Douglas back after her trip east.

Wonder who sent Lawrie the valentine? (A secret admirer, no doubt!)

The photographic workroom wishes to announce the engagement of their own Shirley Jenkins to Mr. Pat Clarke, of the store furniture office. Best wishes to both Shirley and the lucky Pat.

We also announce that Diane Lambert and Bonnie Clarke are sporting sparklers and extend to them our best wishes.

Helene Krasley (mail order copying) is a Valentine sweetheart and she has a diamond to prove it. The ring was a St. Valentine's day addition. Best wishes, Helene.

It's good to see Pearl Harper back after her recent illness, and we hope she is feeling "fit as a fiddle."

## Two Smiles For You!

That sweetly elfish baby face, above, belongs to Carol Jean Bailey of Trail, B.C., granddaughter of Mrs. Jean Bray (cashiers).

Carol Jean is six months old and "full of Irish" even now, which is very appropriate for this shamrock month.

Below is nine-month-old Patricia Lynne Cable, daughter of Mr. W. B. Cable (children's shoes) and granddaughter of Mr. W. L. Cable (supervisor, hardware). Isn't she a petite blonde beauty? Her smile, and Carol Jean's, are just for you.



### Mail Order Jewelry—By N. Robson

January 28, at the home of Mr. and Mrs. Fred Gladue, Miss Margaret Gallaher entertained the girls of departments 15 and 17 at a farewell party in honor of Miss Helen Chandler. Helen left Winnipeg recently to rejoin her relatives in Oklahoma. During the evening Nettie Moore, on behalf of the girls, presented Helen with a set of jewelry, a signet ring and a pair of kid gloves.

Before leaving, Helen also received an overnight bag from her department associates with Mr. J. Donnett doing the honors.

Card playing can be expensive—but so can any game in which you hold hands.

—*Indianapolis Transit News.*

## Hobbyists! Prepare Now!

# Eaton Employees' HOBBY SHOW

Sponsored By The Eaton Assistants' Association

What WE Want To Know NOW—What Is Your Hobby?  
So Preparation Can Be Made For Displays

### CLASSES OF DISPLAY

1. **Photography Section.**
2. **Art Section.** (a) Paintings, Pastels, etc. (b) Sculpture, Carving.
3. **Stamp and Coin Collections.**
4. (a) **Practical Handicraft**—Furniture, Lamps, Toys, etc. (b) **Fine Arts Handicraft**—Jewelry, China, Inlaid Work. (c) **Models**—Airplanes, Boats, etc.
5. **Art Needlecraft**—Rugs, Quilts, Embroidery, Needle Point, Knitted Goods, Crochet Work and Miscellaneous.

**NOTE**—Only one entry allowed in each class.

### PRIZES WILL BE AWARDED

**Date of Show Will Be Announced Later.** Meanwhile, if you plan to send in an entry, please do so immediately to: Mr. Ivan Thompson, mail order operating office, or Mr. W. E. C. Hurlburt, Contacts' office.

**EATON EMPLOYEES' HOBBY SHOW COMMITTEE**



## In Memoriam

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### SIDNEY JONES

A member of the general office staff for the past eight years, Mr. Sidney Jones passed away on January 31. Quiet mannered, kindly, Mr. Jones was a highly conscientious worker who won the esteem of all his associates. He was a native of Cannington, Ontario. In leisure hours he was a garden lover and honorary secretary of the Manitoba Historical Society. Surviving are his widow, two sons, Edwin and Norris; a married daughter, Dorothy, and one grandson, to who is extended our deepest sympathy.



**We extend our deepest sympathy to the following Eatonians  
who recently lost someone dear to them:**

#### **In the Loss of a Father**

MR. C. HORSFALL (delivery office)  
MISS M. BIRCHAM (mail order children's wear)  
MR. E. GREENLAY (mail order children's wear)  
MISS L. CROCKER (mail order correspondence)  
MISS G. YASINSKI (printing)  
MISS E. McINTOSH (lunchroom staff)  
MR. R. M. CLARK (assistant, D.A.)  
MR. R. A. FERGUSON (general audit)  
MR. JONES (radios)  
MISS E. GREEN (mail order correspondence)  
MISS S. MANSKY (mail order children's wear)  
MISS P. MANSKY (mail order correspondence)  
MR. D. WEIDERMAN (customers' decorating)  
MR. E. LAXDAL (delivery)  
MISS Z. AUSTIN (D.A. office)

#### **In the Loss of His Wife**

MR. R. YOUNG (mail order men's clothing)

#### **In the Loss of a Mother**

MR. D. ATTWOOD (mail order furniture)  
MR. H. BROWN (basement men's wear)  
MRS. HARDY (service groceries)  
MR. R. RUNDLE (basement meats and fish)  
MR. M. SINCLAIR (mail order advertising)  
MR. N. SMITH (mail order advertising)  
MISS M. HANOVICH (candy factory)  
MR. J. MACNEILL (electrical appliances)  
MISS K. WALUK (printing)

#### **In the Loss of a Brother**

MISS A. LaFLAMME (mail order notions)  
MR. H. SAUNDERS (service meats and fish)  
MISS H. YARMAY (juveniles)  
MR. P. REMPEL (mail order packing)  
MR. S. TAGGART (elevators)  
MR. S. CLAYTON (china)

#### **In the Loss of a Sister**

MRS. I. MURPHY (mail order advertising)  
MR. A. GOWING (1100B department)  
MR. J. GILLAN (service meats and fish)

**In the Loss of a Child—MR. G. HUMPHREYS (caretaking)**



dance on the wings of spring

at EATON'S  
spring

dance

Sponsored by the  
Eaton Assistants' Association

*Check These*  
**Valuable Prizes**  
*For Quiz Contest!*

**Man's Spring Wardrobe** (Suit, Coat, Hat,  
Shoes, Shirt, Tie).

**Woman's Spring Wardrobe** (Suit, Hat,  
Hose, Shoes, Gloves).

**Mantel Radio.**                      **Vacuum Cleaner.**

**Man's Travelling Bag.**

**Woman's Twin Travelling Cases.**

**Blankets** (rich, fleecy, all-wool ones!).

**Torchiere Lamp.**

**Woman's Watch.**

**Man's Watch.**

**Dinner Set** (6 person, "American Modern").

**Six Seat Prizes. Three Spot Dance Prizes.**

**Tickets - - - - 75c Each**

Available in your department office  
only. No tickets sold at Auditorium.

**civic  
auditorium**

**wednesday  
april 13th**

**Charlie  
Cruickshank's**  
18 PIECE ORCHESTRA  
AND OTHER FEATURES

THE T. EATON CO LIMITED